

THE MEAN TEMPERATURE

	Max.	Min.	Aug. 27...	108	76	
Aug.	24...	104	75	Aug. 28...	111	77
Aug.	25...	105	77	Aug. 29...	115	78
Aug.	26...	108	77	Aug. 30...	114	78

The Desert Sun

TWENTY-FOURTH YEAR

VOL. XXIV—No. 5

Palm Springs, California, Friday, September 1, 1950

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TALKING IT OVER—Fred H. Anderson, Oakland, president of the State Horsemen's association, left, talks over plans for the big convention and horse show here in October with Jose de La Torres, "El Coyote" in Mexico, famed Charro rider, center, and Frank Bogert of the Village, regional vice-president of the association and chairman of the convention during a meeting in Oakland.

August Building Tops Million Blue Ribbon Horse Entries Grow

Horsemen to Choose State Winner Here

Best Show Horses.
In State to Meet
For Championship

Hundreds of prominent horsemen from throughout California who will attend the State Horsemen's Association Show and Convention here in October, will compete in two different types of competitions during the four days of the Blue Ribbon Horse Show and the Horse Fair of gymkhana events. Regional Vice-President Frank Bogert explained today.

Out of the Blue Ribbon Horse Show will come the horse and rider champions of California for this year. This show is open to entrants from blue ribbon winner classes of any open horse show held in California this year. Such events are held in connection with fairs, exhibitions and as separate shows in many parts of the state.

ENTRIES in the Blue Ribbon Show are expected to exceed 250 and will comprise both junior and adult competitors. Their horses will be given the "de luxe" quarters at the Palm Springs Polo Grounds—the new 230 permanent box stalls built by the city council this year.

The Horse Fair or gymkhana events to be held here will determine state-wide winners among contestants coming from 235 clubs and possess which make up the California State Horsemen's Association. These events include, among others, relay races, ring spearing, pole bending, calf roping and best mounted drill group. In the latter division will be seen some of the finest junior riding units of the entire state in competition here.

Two of the foremost of these organizations are the Turlock Cavaliers and the American Indian Riders, all between the ages of 11 and 17.

REGIONAL WINNERS, eligible to compete in the state finals in Palm Springs, are being determined in runoffs being held this month and next in the 12 regions of the state. Tremendous enthusiasm marks these events, for all teams and individuals throughout the Association's ranks are looking forward to making the trek to Palm Springs, according to Bogert.

Temporary quarters will be assigned the horses brought by the gymkhana events contestants. Lacking permanent stalls, canvas shading will be provided by the local convention committee in the paddocks at the Polo Grounds. Usually the horsemen have held their state-wide meet in a city having a large fair grounds equipped with permanent stabling for all animals.

TEMPO OF PLANS for the record-breaking convention and show is being stepped up this week.

Hundreds of requests for reservations are being received at the Hotel Reservation bureau here, and this flood of requests is expected to pick up as soon as additional regional eliminations are held.

Ronny Stewart, vice-president of the Los Angeles area and chairman of the exhibits for the show here, reported to Bogert this week that virtually all spaces have been arranged for, with outstanding firms from throughout the west planning to display saddles, equipment, western wear and a wide assortment of other merchandise. They will be housed in a circus "big top" to be erected just west of the arena at the Polo Grounds.

Says the Tale Had no Moral

Leon Williams says it wasn't that way, at all. Last week Williams reported to local police that an automobile he had sold in Beaumont was stolen.

And he was quoted as saying that it pointed to a moral: Never let your property out of one hand until the money for it is in the other.

Well, according to Williams, the money, or most of it, was in hand. The automobile had been sold some time before and was almost paid for when a thief took it.

And that's the way it happened.

Traffic Law Holiday Ends Here Sept. 11

Strict Enforcement
Of All Laws Starts
Week from Monday

The traffic holiday is over. Chief of Police A. G. Kettmann said yesterday that starting September 11, two days before the opening of schools in the Village, all traffic regulations will be strictly enforced.

During the summer months police relaxed strict enforcement because of the general relaxation here.

But not after September 11, a week from Monday.

THEN SUCH BAD driving practice as U-turns, excessive speed, failure to observe stop signs and failure to respect the rights of pedestrians will be watched closely by the police department and all violations meet with summary action.

"We will continue our practice of extending every courtesy, especially to our visitors, but repetitious disregard for loading zones, fire hydrants and overtime parking will draw citations," Chief Kettmann said.

PARKING METERS will probably be in full operation again September 18.

Warning signs and street markings in the vicinity of schools will be refreshed by September 11, and particular attention will be given to safe guarding school children, the chief said.

The chief said that safety of school children is their first concern and the department asks cooperation of citizens in this regard.

Anyways—look out. Traffic laws are to be enforced strictly starting a week from Monday.

He Tells Them, Didn't Need to

Leslie Millege, 199 W. Eleventh street, Bloomington, is a law abiding citizen.

Operator of a truck he backed into a parking meter in front of Jerry's Finer Food Market and knocked the head off—that part in which coins are deposited.

Millage picked up the head, brought it to the police station and reported the accident no one had seen.

Just Another Boost for Ads

Out of town advertising in The Desert Sun and by HOTELS, TOO, does pay dividends.

Harry Bennett, advertising agency, 4412 West 6th street, Los Angeles, writes:

"Our advertising in The Desert Sun has produced results."

In the same letter he ordered additional insertions of his hotel-client's ad.

Lucien Shaw Named Head Of 1950-1951 Community Chest Drive in Village Area

Announcement was made this week by Arthur Bailey, president of the Palm Springs Community Chest, that Lucien Shaw has been appointed general chairman of the 1950-51 campaign. Mrs. Frances Bigelow will serve as secretary in charge of the office in the Youth Center building.

In discussing plans for this year's campaign Shaw said that consideration was being given to conduct the campaign earlier, starting about Nov. 1. In this way the local campaign would run concurrently with many other cities throughout the country and benefit from the nation-wide publicity.

IN PAST YEARS the local drive has been carried on in January. Shaw also pointed out that canvassers here found that many people had contributed elsewhere earlier in the season. If approached sooner, it is believed that those who have other homes in other cities will at least divide their donations.

The campaign last January fell somewhat short of the goal, Shaw said, and a determined effort will be made this year to meet the requirements of the agencies; the Youth Center, Boy Scouts and Girl Scouts, Welfare and Friendly Aid, Boys' Club and the Desert Museum. The activities of these agencies has had to be somewhat curtailed because funds derived from the last Chest campaign fell short of their minimum requirements.

ARTHUR BAILEY said that a meeting of the Chest directors would be held next month when complete plans for the coming campaign would be decided.

Lucien Shaw, this year's general chairman, is an attorney in charge of the Morrow and Trippett law firm of Palm Springs drive. He maintains a home in Tahquitz River Estates. Shaw took the position vacated by Lyle Newcomer who moved to Chicago last winter. He is the son of Judge Hartley Shaw of Los Angeles.

Homes and businesses in Palm Springs and vicinity using natural gas will continue to pay rates set up on a temporary basis last February under a state public utilities ruling made Wednesday, but they were relieved of an additional rate load asked by the Southern California Gas company.

The company, which serves all of the county, as well as much of the rest of southern California, received confirmation of rates set on a temporary basis early in the year. It has been estimated the firm receives an additional \$6,000,000 annual income because of them.

IT HAD ASKED, however, for another boost, which would have meant the total increase in pre-February rates to 20 percent. The commission turned down this section of the application, granting permanence only to the interim rate hike of about 10.8 percent.

"It appears that because the needed increase was not fully granted the company may be forced to seek further increase at an early date," F. M. Banks, company president and general manager, said. "If we're to keep in sound financial condition, to be able to grow with southern California and to meet constantly rising costs of doing business."

IN MAKING the increase permanent, the commission turned down a plea for a new rate structure that would have increased pre-February earnings \$8,700,000.

The present earning rate of the company is 5.59 per cent on its \$234,000,000 investment.

When the interim rates were granted early this year, some Villagers found their gas bills lowered as result of adjustments in rates.

The new rate structure also sets higher gas prices in the winter than in the summer.

Signs of the New Season Becoming More Noticeable

The new season is beginning to become noticeable as the return of Villagers from summer vacation spots swells to almost a rush long before the official opening of the season, October 1.

Realtors are reporting daily that home buying has picked up as compared to the same period last year and that prices have stiffened considerably.

That, in a measure, accounts for the large number of persons seen in the Village on weekends the last two weeks of this month, plus the opening of school September 13 which has brought many families back to Palm Springs.

A majority of the seasonal on-sale license establishments have announced their intention of opening for business today with the remainder declaring they will open the latter part of September or October 1.

The smog and fog along coastal areas is also believed to have caused many weekenders to seek the warmth and sun prevailing on the desert here.

October is expected to be one of the big months of the 1950-51 season here. Several thousand persons are expected to jam the Village during the California Horsemen's association convention, scheduled for October 12 to 15. Two other conventions following in rapid succession, the Dental Seminar and the meeting of the Merchants and Manufacturers' association.

October 28, according to Bob Bennett, president of the Los Compadres, Western Week gets under way for four gala days.

11 Dwellings And Hospital Lead Month

Biggest Single
Month in Three
Years Recorded

Construction valued at \$1,048,320 was started in Palm Springs during August, the biggest single month in building activity in the Village since December, 1947, when \$1,442,214 was represented in permits issued. A total of 59 permits was issued.

In August last year, 30 permits were issued for a value of \$174,000.

Building values in 1950 to date total \$2,777,105. In 1949 the first eight months saw construction valued at \$1,497,955 begun.

ELEVEN NEW HOMES were started here in August this year. In addition, four apartments with 10 units and three hotels were begun.

Breakdown of August permits is as follows:

Eleven dwellings, \$191,000; 14 dwelling alterations and additions, \$41,475; three apartments, ten units, \$54,000; four apartment alterations, additions \$20,000; three hotels, \$176,000; four commercial alterations, \$8,000; Eleven pools, \$49,500; two hotel alterations, \$15,000; Desert District Hospital, \$451,300; miscellaneous, \$7,445.

REMAINDER of the year of 1950 should see the building record continue to mount. It was said at the city hall building office.

Lumber for the new Safeway Building is arriving but the permit has not yet been issued.

It is understood that instead of a \$75,000 or \$80,000 building plans now call for a beautiful new store building to cost around \$200,000.

This permit is expected to be issued in September.

TO MEET SEPT. 13

All members of City Council are expected to be present at the regular session of that body September 13 at 3:30 p.m.

Among business expected to be handled at the meeting is the expected award of contract to construct the new fire station at Ramon road and Sunrise Way.

The PUBLISHER'S Corner

by OLIVER B. JAYNES

IT'S A LONG, LONG TRAIL from Alaska to Palm Springs but O. A. Torgerson brought with him from the land of northern lights a combination of ability and friendliness that would make for success in any clime.

And so it was that, when he settled in Cathedral City and opened the Desert Bank there a little over a year ago, he made a lot of friends and his business prospered.

It is the only bank between Palm Springs and Indio and fills a need for such a service in the desert area. . . . Augmented by some new directors, the same group—with Mr. Torgerson at the head—opens the Desert Bank of Palm Springs for inspection of the public tomorrow afternoon. The bank, which is located in the Strebe Theater building and features a drive-in depository, will open for business next Tuesday.

This new bank is only one of the many added facilities that have been incorporated in Palm Springs and the surrounding recreational area in the past several months. Among them are the eighteen hole golf course near Thunderbird ranch, the Drive-In theatre between Palm Springs and Cathedral City, new and larger quarters for the Safeway store, many improvements in "The Center" including the new Bank of America building, a dozen new stores and shops along Palm Canyon drive, start of construction on a brand new hospital, an expansion program by Chi Chi, Sunrise Way paving and a score of other improvements—both public and private.

As reported in this column two weeks ago, real estate activity has taken a decided upturn and transactions are way above this time last year. Thirty-five new homes at Tahquitz River Estates have been built and purchased by ex-GIs during the past few months. Activity has been shown in outlying areas as well with numerous sales of homes, lots and bungalow hotels being reported at Palm Desert, Rancho Mirage and Palm Village. From Indio come reports that the nearby agricultural center is humming with activity.

An unusually large number of voluntary subscriptions have been received lately at The Desert Sun, and hotels report inquiries on winter reservations are coming in already. All these things point to the best winter season the Palm Springs resort area has enjoyed for three years. It isn't just guess work either, the signs are definitely here. Just how soon business will pick up is a question but there is every reason to believe that the period between Sept. 15 and January 1, will show a considerable improvement over last year.

All of which should be good news to Mr. Torgerson and company—not to mention a lot of us who have been around these parts for some time!

Tram Ruling 'Momentarily' Says Coffman

Decision on the plea of Mt. San Jacinto Winter Park Authority for a right-of-way to construct its proposed tramway over primitive lands leading to the top of Mt. San Jacinto is expected to be handed down by U. S. Secretary of the Interior Oscar L. Chapman "momentarily."

That announcement, made by Earl Coffman, chairman of the Authority, was couched in words of caution. He added that although the application for the right-of-way is on the interior secretary's desk now it may be weeks and even months before he makes a decision.

"We have no idea what the decision will be," Coffman said, "but we're hopeful."

It has been more than four months since the U. S. Forest Service conducted a public hearing in the Riverside county court house on whether it should recommend granting the right of way over half a square mile of federal primitive area.

The application was vigorously opposed by conservation groups.

This Side Of the Sun

By Phat

Those lovely days are drawing nigh. When no hot sun will burn us. And we can turn the cooler off. And still forget the furnace.

It won't be long now.

SIGNS OF THE SEASON are everywhere. . . . Next Monday is Labor Day. . . . Schools start the week after. . . . The churches will re-open. . . . People are telephoning in in greater numbers each day. . . . "I'm back, had a wonderful time. . . . The PG licenses are pecking around the corner. . . . Automobile drivers are getting in their last licks of screwball driving before traffic gets thick. . . . Saw three U-turns in one day in the 200 block on the drive this week. . . . None with a signal. . . . The brown paper which no one was going to put up this summer is coming down. . . . And it's still dark when I get up. . . . Yep, it is not going to be long now.

YOU HEAR a lot o' talk about "the climate is changing." . . . Seems the old-timers' memories are rather short and they believe that the weather is different than it used to be. . . . Only having served ten years so far can't say. . . . I don't believe it's getting hotter. . . . Can remember the first summer I was here and one night in August the mercury didn't get much below 100 all night. . . . And the thermometer wasn't broken. . . . I experimented. . . . Put it on ice and it went right down to a cool 80. . . . Some say it's because so much planting has been done. . . . Frank Partridge came up with a theory that may hold water. . . . He said it's a bit more humid because of the 400 swimming pools in town with two or three new ones being added each week. . . . I said, "Seems there."

See THIS SIDE, Page 4

KINDERGARTEN PUPILS REGISTER NEXT WEEK

Further plans for the re-opening of schools of the Palm Springs Unified School district were announced this week by Dr. A. G. Hoff, superintendent.

Elementary schools will start classwork at 8:45 a.m. Wednesday, Sept. 13 and kindergarten pupils should be registered between Sept. 5 and 8, next Thursday through Friday at their respective schools.

KINDERGARTEN PUPILS who live south of Ramon road should attend the Cahuilla school kindergarten while those living north of Ramon road should register at Frances S. Stevens school.

Principals at both Frances S. Stevens and Cahuilla schools will be in their respective offices from 9 a.m. until noon and from 1 to 3 p.m. throughout the week after Labor Day next Monday.

New pupils for Grades one to six should register at their respective schools next week, Dr. Hoff said.

BOUNDARIES for the various schools in the city were outlined as follows:

From kindergarten to grade six, pupils living south of Ramon road and west of Araby Point should attend Cahuilla school.

Those living east of Araby Point should attend Cathedral City school.

Pupils from kindergarten age to grade three who live north of Ramon road should attend Frances S. Stevens school.

Those in grades four, five and six who live north of Ramon road should attend the North End school.

HIGH SCHOOL PUPILS are urged to check their schedules during next week from Tuesday to Friday when Henry Greeley, High school principal, will be at his office to aid them.

All students who did not pre-register last Spring or who did not make a schedule then, are urged to do so next week.

HIT-RUN DEATH LINKED WITH GANGLAND CASE

A bizarre twist into the hit-and-run death here March 25, of Richard Patrick Lowe on Tamarisk road with the shadowy hand of gangland looming in the background was revealed yesterday by Chief of Police August Kettmann, following premature news dispatches from San Francisco.

"The news dispatches were premature," declared Chief Kettmann, "because Sgt. Jim Maynard who has been ceaselessly working on the case since it happened, turned up the new gangland angle sometime ago and wanted it kept quiet until all ramifications were thoroughly explored."

THE GANGSTER MURDER twist in the case of Lowe, was revealed by Chief of Police Kettmann and Jim Maynard to Dean Cunningham, treasury department agents, who were here last week to attach all property belonging to Paul Stevens, who pleaded guilty to obstructing justice in a narcotic case in San Francisco and incidentally owed the government approximately \$130,000 in taxes.

The value of the real estate under attachment here is estimated at between \$40,000 and \$50,000, all paid for in cash by Stevens at the time of purchase.

The hit-and-run victim, Lowe, who was described at the time of the accident as a caretaker of the home on El Alameda, was found lying on the pavement on Tamarisk road March 25 at 11:47 p.m. Investigation disclosed

that he had been hit by an automobile and was near death.

Rushed to the Palm Springs Community hospital Lowe died the next day.

SGT. JIM MAYNARD and Officer John Herrera who rushed to the scene on the report that a "man was down on Tamarisk road," were assigned by Chief Kettmann to pursue the investigation in hope of turning up the driver of the death car.

Clue after clue was followed. A number of persons were arrested, interrogated and then released. A woman driver of an automobile called the police the day following announcement of

See HIT-RUN, Page 5

Bank Section Appears Today

Palm Springs welcomes a new institution next week—The Desert Bank.

Stories of the new banking firm and its officers and directors may be found in a special four-page section in today's issue of The Desert Sun.

Wild Cat Search Proves Futile—Maybe Just Thirsty

The bob-tailed wild cat only wanted a drink of water but its appearance at poolside in the inner patio of a popular south-side hotel early Wednesday caused citizens in the area to turn in an alarm.

They remembered the rabid wild cat who came down from the mountains to drink from the same swimming pool and then attacked a 12-year-old girl visiting in Palm Springs with her parents.

The child was rushed to Salt Lake City by aircraft for Pasteur treatments at the hands of the family physician.

Police Officer Bill Hecht was assigned to track down this second wild cat but after searching for the animal for more than an hour gave up the search.

"It probably wanted a drink of water," declared Hecht.

Long Battle To Save Boy Proves Futile

Two Village firemen and a local policeman took part in a long but futile battle Sunday to save the life of Willie Smith, age 5, whose body was found in the bottom of a pool at a guest ranch near Morongo.

The tragic incident which occurred Sunday evening saw Irwin Ritter and Paul Ruppert, members of the local fire department, try for more than three hours to bring life back into Willie's tiny body. A doctor on the scene from Twenty-nine Palms finally pronounced the child dead.

How long the lad was at the bottom of the pool no one knows. He was reported to have been missing from sight for thirty minutes and it is believed that the youngster had fallen or slipped into the pool about ten or fifteen minutes before his tiny body was discovered lying on the bottom. The father, Robert Smith, recovered the body and artificial respiration was applied instantly while a call to the local fire department and for the physician was made. The call was received by Ritter and Ruppert at 6:15 p.m. Sgt. Jim Maynard of the Palm Springs police also dashed to Morongo and assisted but in vain.

Open Houses Close Summer School Centers

Open houses were held at Cañonville and Frances S. Stevens school recreation centers yesterday morning from 9 a.m. to noon at which time programs were presented and parents and friends viewed the accomplishments of the youngsters during the summer months.

These recreation centers, which have been open all summer for the benefit of local children, will close today.

According to Dr. A. G. Hoff, superintendent of Palm Springs Unified School District which sponsored the program, the summer has been highly successful.

Singer Dick Haymes Tells About Prowler

Among the several complaints police received of prowlers this week was one from Dick Haymes, singing star who is making his home here this summer.

Police investigated but the prowler had fled.

County Gets Tough On Hospital Bills

People who are treated at the county general hospital and who

Plaza Theater Re-Opens Tomorrow With Noted Film

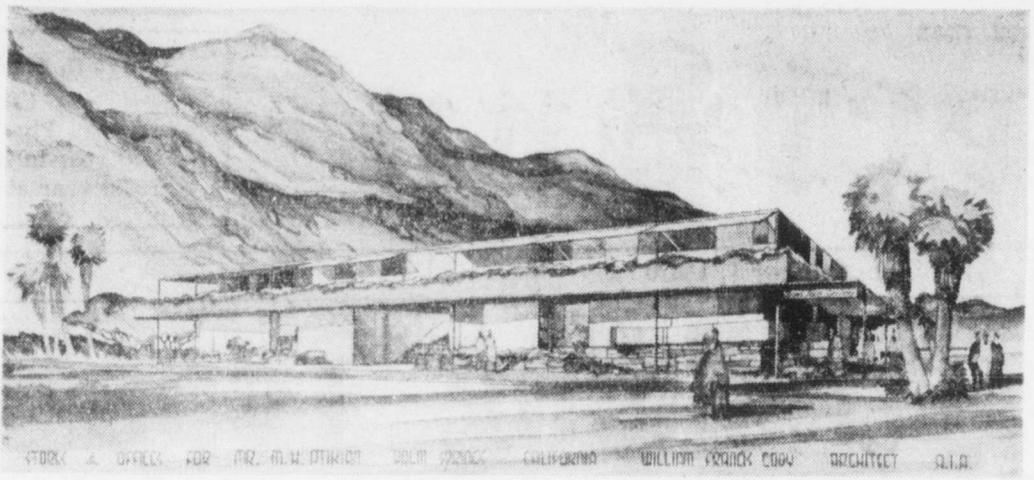
Another harbinger of the returning season was seen this week in the announcement that the Plaza theatre, closed since May 30, would return to a week-end schedule, tomorrow and continue to show pictures on week-ends until October 1 when full time schedules will be resumed, Earl Strebe, owner, said.

Program schedule for the Plaza opener on Labor Day week-end is Paramount's "Sunset Boulevard," heralded as one of the greatest motion pictures ever to come out of Hollywood. Will-Erich von Stroheim and Nancy Olson head the brilliant cast of the film which was produced by Charlie Brackett and directed by Billy Wilder.

MOST TALKED-ABOUT picture of this or any other year, "Sunset Boulevard" is a dramatic achievement that sets a new standard of cinema excellence, according to advance reports. The gripping story of a once great screen star who is unable to face the fact that her career ended when the movies began to talk, the picture intimately explores her strange life and the lives of the people who are close to her.

For the role of the aging, one-time film queen who dreams vainly of a triumphant comeback, Producer Brackett chose Gloria Swanson whose own career in some ways parallels that of the character she portrays. William Holden is seen as a young, disillusioned screen writer with whom she falls in love while Erich von Stroheim plays her former director and devoted servant. Nancy Olson plays a youthful studio story analyst who also loves the writer.

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Phone 2768



Changes in Mail Schedules Made

New times in arrival and departure of mails from the local post office coincident with change in train schedules went into effect last Sunday. Postmaster R. M. Gorham said this week.

Mail for southern and eastern states now closes at 10 a.m. and 8 p.m.

For western, northwestern and northern states, mail closes at 1:30 p.m. and 8 p.m.

Mail for Los Angeles and points beyond, via Greyhound bus, closes at 3:45 p.m.

Air mail, direct from Palm Springs closes at 3 p.m.

Final dispatch of mail for all points closes at 8 p.m.

Incoming mail is distributed at 9 a.m., 2 p.m. and 4:30 p.m.

Windows are open from 8 a.m. to 6 p.m. except Saturdays when they close at noon and Sundays, closed all day.

The post office lobby is open from 8 a.m. to 9 p.m. except Sundays and holidays when it closes at 8 p.m.

Jail Man After Alleged Threats

Arrested on a charge of vagrancy, James J. Brown awaited hearing before Judge E. E. Thierieau today.

Brown had allegedly threatened his former employer with physical injury because, he said, the latter had barred him from receiving state unemployment insurance aid.

Cabazon Votes Today On School Bond Issue

Bonds in the amount of \$75,000 for school buildings and alterations at Cabazon were at stake in an election in that Pass area today.

Several meetings have been held between voters and school trustees to outline the issue.

are able to pay—but don't—are facing trouble, according to action taken by county supervisors last Monday.

They hired an assistant county counsel to examine the bills and to file suits in small claims courts to collect.

SOMETHING NEW—The above building, designed by Architect William F. Cody of Palm Springs for M. H. Attkisson, is something new in store-apartment design and is nearing completion at the northwest corner of Arenas road and Palm Canyon drive. Interesting features are its clever integration of natural rock, steel and glass and its poured gypsum roof deck, one of the very newest applications for desert weather control. The grand opening is planned sometime in November.

How to Aid Juvenile Crime Described by Village Police

Encouragement in commission of crime by juveniles in one easy lesson, was painted by Palm Springs police department this week.

Officer Bob White, who refused to mention names of the principals involved, recited the following:

"A prominent merchant reported the theft of an article from his store counter. Two days later the same merchant re-appeared and said the article was recovered. The merchant explained that a reward of \$5 was offered one of the juveniles seen in the store at the time the article disappeared. If he was instrumental in returning the \$24 item he would get the reward. He did and the \$5 was paid. The merchant then refused to prosecute or reveal the name of the culprit."

That youngster, said Officer White, finding it was easy to steal once, will do it again.

"The method pursued by the merchant will only encourage him to more and greater crime ventures," is the belief of Officer Bob White.

CHP to Continue Accident Study

Despite an open verdict returned by a corner's jury into an accident north of the Village a week ago Monday in which two persons were killed and four injured, California Highway Patrol officers indicated they planned a further study into the crash.

Mr. and Mrs. Luke Farmer of Indio were killed. Four others, including Mrs. Frankie Farmer, 19, driver of their car, were injured.

Patrol officers awaited recovery of the driver for further questioning to determine what action will be taken in the case.

Bucciarelli Named Deputy County Counsel

S. Thomas Bucciarelli of Riverside, attorney associated with William Shaw and John Roberts of the county seat, is the new deputy county counsel.

His appointment was announced Wednesday by William O. Mackey, county counsel and district attorney.

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supporting cast are Cecil B. De Mille, Buster Keaton, H. B. Warner and Hedda Hopper, all of whom portray themselves.

Long recognized as Hollywood's top producing-directing team, Brackett and Wilder have won kudos for such films as "The Lost Weekend" and "Foreign Affairs." But according to preview reports, "Sunset Boulevard" is the finest picture they have ever made and bids fair to earn them their second Academy Awards.

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Attendance Gains At Youth Center Bennett Reports

Attendance at the Youth Center is picking up according to the report filed by Bob Bennett, director, with the Welfare and Friendly Aid Society Youth Center Committee.

In July 1949 teenagers attended activities at the Bellardo road center. Of this number, 935 were boys, 74 girls. Average daily attendance was 53 compared with 38 in June.

Besides Youth Center activities, the Center was used by the Church of Latter Day Saints on Sundays with 625 attending, making a total of 1634 using the building and its facilities in July as compared with 1306 in June.

With the re-opening of schools and the return of many families, activities are expected to grow steadily at the Center, Bennett said.

Primary Probe Now Under Way

Supervisors were informed this week that a report of a grand jury investigation of the June 6 primary will be filed within a few weeks.

The probe was instigated by supervisors when Norman Smith, defeated supervisory candidate, charged that the election had been handled in a "sloppy" manner by supervisors and the county clerk's office.

Richard E. Banning Now at Fort Ord

Undergoing 14 weeks of basic training at Fort Ord is Richard E. Banning, son of Mr. and Mrs. Edward Banning, Palm Springs.

Banning is with the Fourth Infantry division and when he completes his training, will be assigned to a specialists school.

Dial 2249 and ask for the Classified girl—it will pay you.

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4. Get Extra Cash.
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444 N. Palm Canyon Ph. 2158
The Strebe Bldg. (Upstairs)

Cement Mill Plea For Water Right Brings Protests

Coachella Valley County Water District directors were on record this week as being opposed to application of Samuel Guiberson Cement mill interests, filed with the state division of water resources.

Joseph Snyder, manager for the district, called attention of the board to the application and urged immediate action.

Snyder said the protests would be filed against a total of four applications from Harold Pierce, engineer for the Guiberson interests, in the past two years.

The applications sought permits to draw "unappropriated water" from Whitewater and Snow Creek.

The permits would allow Pierce for Samuel Guiberson to draw up to one cubic foot of water per minute all year long for 320 acres, in addition to a 10 acre foot storage reservoir.

"There is no 'unappropriated' water in the watershed," Snyder said. "Every bit of surface and underground water is in use or appropriated, both to the district and other users."

Municipal Pool at School Closes Successful Season

Palm Springs high school swimming pool, which has been open to the public since June 1 as part of the summer recreation program closed yesterday.

An average of over 30 youngsters a day have attended the American Red Cross Swimming classes throughout the summer, with approximately 80 students learning to swim. Fifty of these students have earned their beginners swimming cards, and many have gone on to earn the intermediate cards.

Pool manager Vernon Howeth said that many helpful suggestions have been received from patrons concerning the operation of the pool. These suggestions and criticisms play an important part in formulating policies for the pool operation, and Howeth sincerely requests that further suggestions, remarks, or criticisms be mailed to the district office, 538 North Palm Canyon drive, so these ideas be considered in planning next year's program.

The program was sponsored by Palm Springs Unified School district.

Three-Day Food Sale Starts Today

What is planned to be one of the greatest food sales in the Village in recent months will get under way today at Jerry's Food Market, Amajo road and Indian avenue, Jerry Nathanson, proprietor, announced this week.

The sale, starting today, will continue until Sunday.

"It will feature quality merchandise at astonishing money-saving prices," Nathanson said.

SACRIFICED Brick and Block Mfg. Plant
Recess 8 1/2" concrete Super Tamper, complete with mixer, pallets, conveyor electric motors, etc.
\$3,500.00
Sacrificed at less than 20 cents on the dollar.
PHONE OR WRITE:
BRAMAN
Cypress 3-3662
880 Sunol Street, San Jose, California
INSU-LAVA PRODUCTS COMPANY

New money's worth for you in a lowest price car!

NOW 4 TO SEE INSTEAD OF 3
AND THE ONE TO BUY
IS THE STUDEBAKER CHAMPION!

The Studebaker Champion is one of the 4 lowest price largest selling cars!

PAQUETTE MOTORS
695 South Palm Canyon Drive Phone 5109

AS SHOWN
STUDEBAKER CHAMPION
6-PASS., 2-DOOR CUSTOM SEDAN
\$1722.71
Delivered in Palm Springs
State and local taxes, if any, extra
Prices may vary slightly in nearby communities due to differences in transportation charge
Comparably low prices on other Studebaker Champion Custom models: 4-door sedan, 5-pass. Starlight coupe, business coupe
Prices subject to change without notice

WHY WAIT? NOW IS THE TIME!
... to buy Desert Property at Reasonable Prices
INCOME SPECIAL!
Here are a few "off season" buys at **PALM DESERT**
Home of famous Shadow Mountain Club

★ **Attractive 2-bedroom Desert Home**
One block from Shadow Mountain Club... carport... Laundry and storage space... 2 priceless smoke trees on property. **\$14,500**

★ **One Bedroom Cottages**
Only three left. Can easily be enlarged if desired. **\$7,500, \$9,750 and \$9,900**
SOLD

★ **Home and Income**
Large owner's apartment with large living room, bedroom, dining area, kitchen and bath. 2 Rental Units with separate entrances. COMPLETELY FURNISHED **\$23,500**

Income Properties Completely Furnished
2 Units \$20,000
3 Units \$28,500
4 Units \$42,500
SOLD SOLD
EACH HAS EXTRA BEDROOM AND FIREPLACE

Only 2 more can be sold at this price!
SUN LODGES \$8775
Investigate this "own your own cottage" plan in Palm Desert's newest hotel development.
"Make it pay while you're away"

CHOICE HOME SITES located in Shadow Mountain Estates. Reasonably Priced!

EDITH EDDY WARD
Specializing in properties at
PALM DESERT
Phone—Palm Desert 76-3191 or 76-2911

Inquire at Shadow Mountain Club or write P. O. Box 285 Palm Desert

We Must Have Confidence in Leaders

Congressman Richard Nixon, candidate for the United States Senate at the polls November 7, this week joined those who have been urging the resignation of Dean Acheson as secretary of state. He does not question Acheson's loyalty as some do but believes that the secretary, because of the failure of the state department's policy in Asia, has lost the confidence of the people.

"And it is essential during these perilous times, that the American people have confidence in their leaders," he said.

According to the Senatorial candidate our major error was made when we adopted one policy in Europe and another policy in Asia in our fight against communism. We told the nations of Europe, correctly, that they could not have our Marshall Plan aid unless they kept communists out of their governments. But we told China she could not have our help unless she took the communists into the government. To the average American, that is plain double-talk—and the average American places little confidence in those who practice double-talk.

"Unless and until our foreign policy is made by men who recognize that communism is a threat to the security of American lives wherever it exists, whether in Europe, Asia or anywhere else, the people of the United States will have no confidence in their policymakers," said Mr. Nixon.

"We are being prepared for the necessity of making great economic sacrifices today to successfully combat the world conquest aims of communism. The least that can be done by their Government to assure their cooperation in this endeavor is to give the American people leadership which holds the promise that previous mistakes will not be repeated—mistakes that will make it necessary for the people to make the same sacrifices two or three times every generation."

"We are challenged with the necessity of not only winning the limited war in Korea, but of finding the leadership to safely direct our destiny beyond that point. Twice within our generation, the United States has engaged in a world war and has emerged victorious. Twice we have lost the peace after the war was won. Now we are engaged in a third war and we are presented with a third opportunity to win the peace. We have been up twice and we have struck out twice. Now we must send up a batter who can score a clean hit, because if we strike out this time it will mean the end of civilization as we know it."

The people of the state of California will have an opportunity November 7 to elect Mr. Nixon to the United States Senate. His proven stand for the American way of life and freedom, as compared to the record of his opponent, should carry him to victory.

In Mr. Nixon the state will have a leader in whom it can place confidence.

Villagers' Views

Says It's Foolish

Editor, The Sun: That old adage "penny wise and pound foolish" may well fit the latest action on the part of our city manager.

My letter concerns his action in recommending to members of the city council that it enter into a contract with Riverside county for the establishment of an animal shelter here, which is high sounding in itself to those who are not aware of the present picture; and the employment of a county dog catcher who will patrol city streets for two days a week.

The story published in The Desert Sun last week purported to show that the city would save \$1500 per year in dog catching services and that Dr. O. B. McRory got \$3,000 per annum.

Actually the picture shapes itself up this way: Dr. McRory was receiving \$125 per month to care for house and feed the large number of unlicensed dogs roaming our streets. (This "large number" statement may be true but I have failed to notice beyond the complaint of one or two persons, that our Village dog citizens are a nuisance.) In addition the city paid a poundmaster subject to 24 hours call, \$100 per month and \$25 for automobile expense.

Palm Springs has more highly pedigreed canines than perhaps any other city of its size in the world. Dr. McRory by virtue of his years of business here, knows these dogs and their owners.

When the poundmaster brought these dogs in as strays, old Doc McRory knew instantly who they belonged to, took care of them until the owners, (perhaps some winter guests,) claimed their pets.

A county dogcatcher with all the legend attached to that profession would be compelled to lodge these dogs in the animal shelter, the county proposes to build, "from five to seven days," as the city manager said. But he failed to add these animals would head for the gas chamber. No one could be blamed—that's the law, we are told. And it would be a nice slap in the face

to some likeable guest within our city limits.

Before this contract becomes a working agreement, I believe there are many who would declare that the present system is good enough for us.

A dog Pied Piper is not needed here—now at least.

Police department members have plenty to do without having added to their duties the task of assisting the county dog catcher during the five days he is not compelled under the terms of the contract to patrol our streets.

Lets be done with this "pound foolishness."

W. R.

Not No. 6

Editor, The Desert Sun: Like a lot of other people, I believe that our attitude toward gambling is a lot of hypocrisy. Practically everybody gambles and what church society hasn't run a raffle whereby people take a chance—gamble, in other words. All of our big Village events include a take-a-chance deal on an automobile, a horse, or some other event in which a lot of people wager a dollar or more that they will draw the lucky ticket. Sure, the difference is that it goes for a so-called worthy even but it's gambling. The argument that gambling will bring a lot of racketeers is a lot of hooey. We had no liquor racketeers until we had prohibition. They thrived because people would drink, law or no law. That's why we have gambling, racketeers in California. We have laws against gambling and people will gamble.

It is too bad, in my opinion, that in the light of this situation, we do not have a chance to vote on a clear-cut gambling issue. Proposition No. 6 on the November ballot is a horrible substitute for the real thing.

While I believe that gambling should be legalized I think the proposition offered us would worsen the situation. It is no cure. A sensible, well-drawn bill to permit gambling under strict supervision might receive a favorable vote but those who like to lay a bet now and then would

SEND IN YOUR LETTERS
TO THE DESERT SUN

find things worse under Proposition No. 6.

I wish I could recall the name of the New York newspaperman, quite a famous writer, who plugged so long for a national lottery. He had the idea. Think of the vast sums which would accrue to the national treasury, with a monthly lottery with tickets say, \$1 each. It would cost \$12 a year if you never won a penny but would bring in enough money to save at least that much in taxes—providing always that the politicians could force themselves to use the money as a SUBSTITUTE for taxes instead of accepting it as added taxes. And then, you never can tell, you might get a lucky ticket. Hope springs eternal for somebody has to.

But let's not have No. 6, T.D.B.

From Page One—MORE ABOUT

THIS SIDE

breeze over all that water should make it cooler rather than hotter. He countered that with the theory that so much building has begun done, the breeze is blocked... Then I shut up.

POP GORHAM is a smart guy... He is an EX-newspaper man... Got out of it in time before he was mired down... Something every newspaper man vows or tries, at least once, during his career... Anyway, Pop used to be display advertising manager for the Advocate Democrat... Official paper of Taliaferro county Georgia... You'd know there'd be a democrat in the name if Pop had anything to do with it... He's the Postmaster you know... Anyway, (again) Pop saw a little wisecrack in his old hometown paper which ran like this: "Doing business without newspaper advertising is like winking at a pretty girl in the dark. You know what you are doing—but nobody else does." So he layed out a neat quarter page advertisement around the statement embellished with a pretty border and the question at the top, "Mr. Merchant, are you winking in the dark?" And at the bottom: "Wink in the Sun, The Desert Sun, that is, and everybody will know what you are doing." Could it be that Pop thinks we are going to have a Republican regime and is looking for a job? No, he doesn't need to worry... Postmasters are frozen to their desks... Which isn't so bad, this kind of weather.

BUT SPEAKING of politics...

The boys are pretty much party-minded in Washington... When the recent call to the National Guard was issued, who released the call in California?... The army?... No, the political boys let Helen Gahagan Douglas make the statement... Even in times of stress and emergency, they must play politics... The following is not politics... Zaddie Bunker had a birthday this week... Soroptimists sang Happy Birthday to her at the Chi Chi... How old?... Well, that wouldn't be gentlemanly... And I'm always trying to be gentlemanly anywhere between 32 degrees and 112...

(Ed. Note—Not responsible for any conduct when the mercury is over 112 but sometimes speaks civilly even if it's down to 25.)

TO SWIPE a slogan from July—"Be alive on September five"—Next Monday is Labor Day and between now and Monday night the highways are going to be strewn with wreckage... See that none of it is yours... Best way is to stay right here in Palm Springs... Don't be reckless... Be wreckless.

That will be all.

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I Rise to Remark

By CONGRESSMAN JOHN PHILLIPS

Our success or failure in the present war, and the influence of that conflict on our lives and the nation occupies the first place in the thinking of the Pacific Coast residents. All of us, at home or in Washington, are consulting our private crystal balls, and trying to read the signs around us in order somehow to plan for unknown days and years ahead.

Since this nation has no foreign policy (except that apparently devised day to day), and since no one in the administration has given us what I consider a frank, honest estimate of the situation, we can only examine what facts we have, observe the signs, and draw our own conclusions.

From the Washington viewpoint, the signs are ominous. Almost every day new legislation having to do with the war situation is introduced. There are endless conferences between high-ranking generals and admirals and diplomats, the Armed Services and Foreign Affairs and Appropriations Committees of the House and Senate. Huge new appropriations are being given the military establishment and vast powers are being handed the executive branch of the government. The supplemental appropriations bill now before us adds \$16 billions to defense costs, in one bill alone.

ONE OF THE SIGNIFICANT signs was the disclosure a few days ago that men who held commissions in World War II are subject to call for military duty even if not a member of the reserves or the National Guard. An Army legal ruling holds that officer commissions given after December 7, 1941, come under the National Defense Act. These commissions were to remain in effect until the end of the war plus six months. The war has never been declared legally ended, so they are still valid, says the Army. This probably applies to Air Force too, since at that time the air arm was part of the Army.

There is much private speculation.

Members having close touch with foreign affairs, or more than casual interest in international politics and history, agree that as a nation we are in a tough spot. It is almost a situation in which we're damned if we do, and damned if we don't, in the international crisis.

No one, I assume, really knows whether there will be all-out war but the chances of that awful event are very grave unless we show a readiness to meet force with force. Most aggressors won't gamble when the odds are even.

Private thinking among present and former military men here in the Capital guesses that M-day or full mobilization, will come in about six months. That places it after the November election, and marks the fact that these soldiers have correctly evaluated the extent of politics in this administration. Obviously their reading has not been confined to Army manuals.

We are, as Californians well know, already rapidly moving toward mobilization but it is still being accomplished on a piecemeal basis. This is one of the sore points and has caused bitter criticism against the administration. Obviously no re-servist or National Guardsman can make even fragmentary plans for his personal life until some clear policy is announced. These men and their families are literally sitting on the edge of their chairs until they know how their sons, brothers and

fathers will be affected.

WHILE THERE is no timetable on mobilization that we may consult, it is evident that most of the nation's leaders, and certainly the Congress, now agree with George Washington who said, "A free people not only to be armed but disciplined. If we desire peace, it must be known that we are ready for war." His words are true today, and will be true for all time so long as there are both free nations and slave nations in this world.

Under the circumstances, I would advise any man who is liable for military service to begin now getting his affairs in order, and not to wait until he receives alerting orders and has only a few days or weeks in which to make ready.

The defense department warns that reserves and guardsmen should NOT request deferment until AFTER they have been called for duty. Until then these requests simply will not receive any action. Deferment standards for men employed in 48 major job classifications and 72 essential defense industries have been published, but each case is decided on its own merits. Unfortunately, many men with dependents will be called, although probably not drafted unless the shooting war spreads. And the ancient law, written in Deuteronomy 24:5, won't apply these days, much as some of you might desire it. Remember the text?

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Yucca Valley
LOUIS CASTELLUCCI, Prop.

State Farm Insurance Companies

Announce
The OPENING of
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Office

Specializing in
Auto—Life—Fire—Liability
Insurance

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N. Palm Canyon Dr.
JOHN B. WARD, Agent
Tel. 5101—83268

BUY EARLY

...for bargains!

Outstanding bargain! Five bedroom home with lovely enclosed south patio overlooking mountains and desert. Exclusive location. Walled lot. Play room with private bath. Double garage. Furnished and ready for immediate occupancy. \$7500 cash down will make you the owner of this home. Price \$30,000, easy terms.

Desert home near new Park area. Attractive living room with fireplace, dining room, three bedrooms, two baths. Well built and in excellent condition. Completely furnished for only \$20,000, on terms.

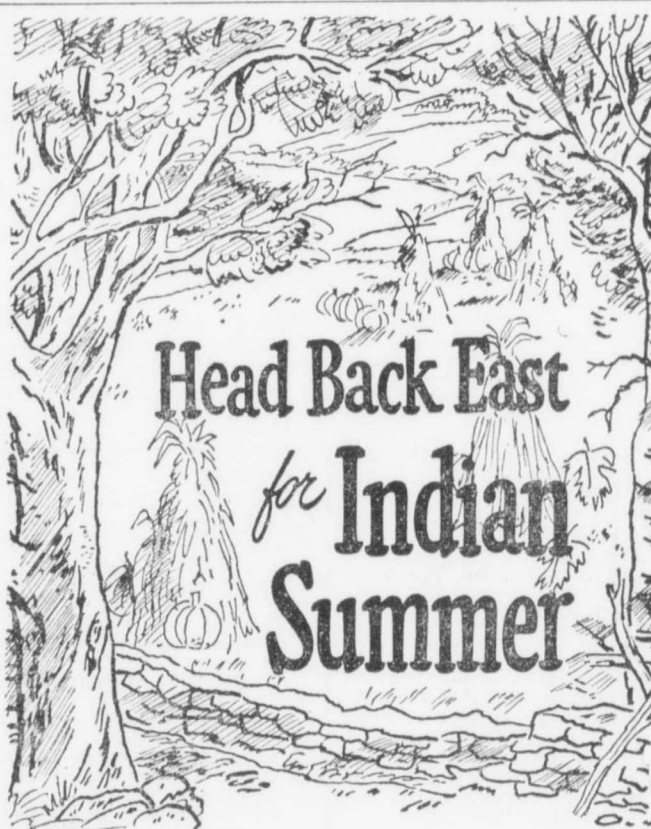
Beautiful rambling home with large living room and extra size sunroom glass enclosed. Two fireplaces. 3 unusually large bedrooms, 3 full tile baths, attractive dining room, large sundeck, furnace heat. Built for year round living. For sale unfurnished at \$32,500 and within walking distance of the center of town.

For this week only! Near the Golf Course on lot 225'x115' entirely fenced. Designed by leading Los Angeles architect this fine home has every comfort. The really large living room opens into south screened porch with view, three bedrooms each with private bath, large kitchen and dining room, extra size service porch, double garage adjoining house which could be converted into additional rooms. Furnished. Price only \$27,500 on terms.

LIST YOUR PROPERTY WITH US FOR QUICK RESULTS! WE HAVE THE BUYERS!

Muriel E. Fulton, Realtor

482 N. Palm Canyon Drive, Palm Springs
Phone 2226 or 2225
Associates:
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Head Back East
for Indian
Summer

Remember the perfect days of Indian Summer back east? Days were bright, clear and sunny...leaves were scarlet...a harvest moon hung high and nights were cool and restful. That's fall back east.

Visit historic old Boston; colonial Williamsburg; glamorous New York; Washington, our nation's capitol; and Chicago, fascinating metropolis that is the gateway to all the east.

Step into the hospitable "spirit of home" the minute you board a comfortable Santa Fe streamliner. Relax, in your own private room or a restful reclining chair.

You're always sure of delicious Fred Harvey meals and grand sight-seeing, too, on the scenic Santa Fe route. There's always more to see—more to enjoy—when you go Santa Fe—all the way.

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Santa Fe Ticket Office, 404 N. Palm Canyon Drive, Phone 6744
PALM SPRINGS, CALIF.



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OPENING

Friday - Sept. 1st

..TODAY..

For Our 15th Season!

SAM'S
El Paseo Market

FEATURING

SELECTED GROCERIES

FANCY FRUITS & VEGETABLES

HIGH QUALITY MEATS

COMPLETE DELICATESSEN

and BAKERY

ALSO

Complete Selections of Liquors
Wines and Beer

FREE DELIVERY

Phone 2118

816 N. Palm Canyon Dr.



California Cavalcade

By CARL KUHN

THE ONLY
MEMORIAL
EVER ERECTED TO
A LETTER CARRIER
IS IN LOS ANGELES!
IT STANDS IN HONOR
OF "SNOWSHOE"
THOMPSON
A CALIFORNIA
PIONEER WHO, FOR
20 YEARS, CARRIED
THE MAIL ACROSS
THE SNOW CLAD
SIERRAS TO
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CAMPS



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Hot Springs, Teen-Agers In Title Play

By DICK MCGONAGLE

Desert Hot Springs and the Youth Center will battle it out for Mayor Charley Farrell's cup as result of returns from semi-final rounds in the Village softball tournament.

Youth Center eliminated the Merchants in straight games and Desert Hot Springs ousted the Champs—the Mexican Colony—in straight games.

VAN BOTTS pitched a three hit shutout Tuesday night to lead Desert Hot Springs to a 1-0 victory over the Mexican Colony and move the Fireballs into the finals of the Mayor's Cup play-offs.

The first six innings were scoreless, increasing the tension gradually. George Ellis opened the seventh for D. H. S. with a ground-rule double over the right field fence, and scored when the next batter, Frank Gaudiello, doubled to left field. A single by Lloyd Gibbs followed, but the side was then retired without further scoring.

THE MEXICAN COLONY went down in order in their final at bat.

It was at his best, fanning eight men and walking only two.

Only one Colony runner reached second base. George Ellis was the top batter of the game, with two doubles.

D. H. S. — 000 000 1 — 1 5 9
 D. H. S. — 000 000 0 — 0 3 1
 Botts and Ellis: F. Prieto and Canales.

Schedule

Tonight: Pete's Pioneers vs. Lions Cubs (Second game of Carpenters' Cup play-off finals).

Tuesday: Desert Hot Springs vs. Youth Center (Second game of Mayor's Cup play-off finals).

Wednesday: Pete's Pioneers vs. Lions' Cubs (Third game, Carpenters' cup)

From Page One—MORE ABOUT BATTLE

Montoya's boast that he was 21 years of age.

As a result of the fight that followed Morales is facing a youth complaint charging him with assault with a deadly weapon.

Montoya is walking around with six painful stitches in his chest sustained when Morales is alleged to have stabbed him with the jagged edge of a broken wine bottle. The latter pleaded not guilty at his arraignment before Judge Eugene Theriault and preliminary hearing was set for September 12 at 10 a.m.

THE BOTTLE USED in the

SPORTS CORNER



GRAVEYARD GOLFER... Danny Donnelly, Toledo, gained all his golfing know-how by practicing shots into chugholes in a cemetery near his home. The other day he stepped onto a regulation golf course for the first time and made a hole-in-one.

All in the Game:

A FIST FIGHT between the Red's Connie Ryan and the Phil's Willie Jones enlivened a recent game... Ben Hogan says he will vacation until time for his winter tour... Al Rosen has sparked Cleveland's drive to a contending position in the pennant race. His explanation for his rash of home runs is a light bat and a comfortable position at the plate... Jersey Joe Walcott has begun a legal battle for money he won in a ring battle in Germany—the law says he can't take the marks out of Germany... Burt Shotton, Dodger manager, says his pitching has at last rounded into form... Jackie Robinson will earn \$200,000 this year from baseball, movie rights, and endorsement of clothing... Bucky Walters, ex-Red with the Boston Braves, is coming out of retirement to pitch until he wins his 200th game—he has 198... Frank Baumholtz, now belting the ball for Los Angeles, has a fancy price tag on him—\$50,000... Tommy Farr is planning a comeback after 10 years' retirement.

Here's the All-Star Pick Of The Sun's Sport Writer

The visiting Fireballs from Desert Hot Springs came to the Polo Grounds determined to take the Mayor's Cup home with them and by whipping the Mexican Colony they have accomplished by far the most difficult part of the work.

The Colony, which had scored 15 runs in their three clashes with Botts, Inc. during the regular season, could only come up with two in the play-off series.

D. H. S. is now favored to dispose of the Youth Center in the finals. If Botts pitches they should have little trouble.

It is customary for an all-star team to be selected each year. Ski Zrebiec, did the picking last season and didn't get much criticism of his choices, so we feel safe in giving our opinion here. Of course some good ball players are not on this list, one of them being catcher George Ellis, whose excellent play is just shaded by

Joe Sandeffer's .514 batting average.

There wasn't a standout at first base, second base or shortstop.

	B.A.	H.R.
C. Joe Sandeffer, Merchants	.514	8
IB Dick McGonagle, Merchants	.435	8
2B Ski Zrebiec, Merchants	.343	3
3B Ted McKinstry, Chamber	.426	7
SS Art Jarado, Colony	.213	6
LF Frank Gaudiello, D.H.S.	.436	1
CF Kay Kamara, Legion 519	.459	1
RF W. Lucas, Youth Center	.410	5
P. Van Botts, D.H.S.	.360	0

HERE IS A LIST of the top batters in the play-offs including Tuesday's game.

	A.B.	H.	R.	Pct.
Jones, Youth Center	7	4	2	.571
C. Black, Merchants	7	4	2	.571
H. Lucas, Youth Center	6	3	3	.500
Strange, Youth Center	6	3	3	.500
F. Prieto, Colony	6	3	3	.500

Home Runs: Strange, Youth Center, 2.

El Paseo Market To Open Today

Sam Stuart has announced the opening of his El Paseo Market for today, Sept. 1. This will be the 15th season for the market, he stated.

The market will open with the same fine selection of groceries, high quality meats, a complete delicatessen and bakery, liquor, wine and beer.

Ed Pringle will again be in charge of the meat department and Jimmy and Alice Yamamoto will have the produce department which will feature the finest extra fancy fresh vegetables and fruits.

Compton Cuties Trip Teenagers But No One Cares

Compton Cuties came down to Palm Springs last Saturday night and handed the Youth Center a 12 to 11 drubbing.

But who cares?

One of the largest crowds of fans this season saw this first night softball game on the new Polo Grounds diamond under the new lights turned on for the first time and had a wonderful time.

The Compton Cuties, attired in women's apparel but strictly masculine when it comes to playing the game, put on a great show which kept the fans in an uproar throughout.

Their stunts required expert timing and they had it.

Bob Bennett, Youth Center director, was highly pleased with the show. It was staged as a benefit for the Youth Center baseball uniform fund and the net return was \$100.43 he said.

This will go toward buying new outfits for the Youth Center club, now currently engaged in the Mayor's Cup play-offs with Desert Hot Springs.

"Our present uniforms are pretty ragged. They've seen lots of rough wear," Bennett said.

Suds Gaining on Hollywood Stars

Seattle's Suds took the first two games of their series with Sacramento this week and as of yesterday morning, were only two games behind the fading Hollywood Stars and third place in the Pacific Coast league.

Jim Wilson won his 22nd game of the season Tuesday night and last night the Suds won again, 2 to 1.

The victories put them 13 games behind the league-leading Oakland team.

Lyons Here to Move S. & S.

Dave Lyons, owner of the popular Saddle and Siroin announced yesterday that he will be in the Village next week to supervise the moving of his swanky night club from its present quarters to those formerly occupied by Lee Bering on Palm Canyon drive.

"I have heard many people tell me that they plan to visit Palm Springs this winter," Lyons said. Presently and throughout the summer months he was in charge of operating the Saddle and Siroin drive-in and restaurant at Bakersfield.

Football Season Gets Under Way Tuesday Evening

Football gets under way in Palm Springs next Tuesday night when Coach Clair E. Ballagh meets with his 1950 grid-iron hopefuls and talks things over.

He has issued a call for high school grid-ironers to report at 8 p. m. at the gymnasium when the first skull session of the season will be held. School gets under way Sept. 13 but Ballagh has a game with Imperial high lined up for the end of the month and wants to get going.

He has some experienced men back and expects a flock of new hopefuls.

We probably won't wind up on top but we're going to give several Riverside County league teams a lot of trouble this season," he said.

"Many of the other teams in the loop will be stronger than last year and it looks like a rugged schedule. But we're hopeful."

Play-Off Results

Thursday night:
 Merchants — 000 003 0 — 3 4 1
 Youth Center — 052 002 x — 9 8 1
 C. Black, Crossley and Sandeffer, C. Black, Jones and Malone.

Friday night:
 Colony — 010 000 1 — 2 3 2
 D. H. S. — 202 000 x — 4 5 2
 C. Black, Crossley and Sandeffer, C. Black, Jones and Malone.

Monday night:
 Youth Center — 011 000 4 — 8 11 1
 Merchants — 000 023 0 — 5 9 3
 Jones and Malone; Crossley and Sandeffer.

Buntun Wins One for Cubs

Johnny Buntun delivered with the pressure on to lead the Lions' Cubs to a thrilling 12-10 win over Pete's Pioneers in the first game of the Carpenters' Cup series Wednesday night at the Polo Grounds. The Cubs went into the final half inning with the score 10-8 against them.

David Martinez, nitching for the Pioneers, filled the bases with walks while getting two out, then Buntun came to bat. Johnny waited until the count was three and two, then found a pitch to his liking and slammed it over the centerfielder's head for a four-bagger which won the ball game.

Pioneers — 307 023 0 — 10 11 2
 Cubs — 300 014 4 — 12 11 2
 Martinez and Avila; Buntun and Fontez.

From Page One—MORE ABOUT

HIT-RUN

the hit-and-run incident and reported that she believed that an automobile had swerved out of its lane just a moment before she saw a pedestrian directly in its path. She wasn't positive however.

LOWE, IT IS BELIEVED, worked for Steffen as a tax consultant and may have known too much about the former's business as well as two other men who were tried and convicted of the same charge to which Steffen pleaded guilty in San Francisco.

Steffen was taken into custody in San Francisco along with Archer Zamloch and Al-

Rifle Club Plans Award Contests Tuesday Morning

Contest shooting for members of the Palm Springs Police Department's sponsored Boy's Rifle club is scheduled for next Tuesday morning. Officer W. L. Jessup announced yesterday.

He said that approximately 10 boys will take part in the contest and that three awards will be made. First award will go to the best among members in the 13 to 16 years age group, second for boys ranging in age from 10 to 12 and the third to the boy who has showed the greatest improvement since the club started shooting this summer.

Bert Benevides. They were charged with obstructing justice and bribery of witnesses in a narcotic case of nationwide scope. All three were found guilty.

HOOT & HOLLER
 FOR HALF A DOLLAR
 Every Other Sat. Nite

FOOD - FUN - PRIZES - DANCE
 To ARCHIE LONG and His Music
 (Available for Bookings)

Next Party
 Sept. 2nd

Phone 2-4455

The Desert Sun—5
 Palm Springs Fri., Sept. 1, 1950

BANNING

THEATRE
 Box Office Opens—Mon.,
 Wed., Friday—6:45
 Tues., Thurs., Sat.
 and Sun.—1:45

FRI.-SAT. SEPT. 1-2
 Glenn Ford - Valli
 "THE WHITE TOWER"
 Hopalong Cassidy in
 "FOOL'S GOLD"

SUN.-MON.-TUES. SEPT. 3-4-5
 James Stewart - Debra Paget
 "BROKEN ARROW"
 David Brian in
 "THE GREAT JEWEL ROBBER"

WED.-THURS. SEPT. 6-7
 "THE FIGHTING LADY"
 "SERGEANT YORK"
 Two Great Pictures Back
 by Popular Demand

FINER JERRY'S FOODS

GRAND SEASONAL OPENING MEAT DEPT.

Corner Indian Ave. and Amado

Specials
 Fri.-Sat.
 and Sun.
 Sept. 1, 2, 3

Plenty
 of
 Free
 Parking

LARGE EACH 1¢
GRAPEFRUIT

CENTRAL AMERICAN
BANANAS . . . 2 lbs. for 25c

HOME-GROWN
TOMATOES lb. 5c

SWIFT'S FINE CREAMERY LB.
BUTTER 67¢

Skippy Dog Food . . 3 tall cans 23c

Finest Granulated Sugar 10 lbs. 89c

ALL POPULAR BRANDS
CIGARETTES ctn. \$1.49

ALL PURPOSE SHORTENING
SPRY 3 lb. can 85c

U. S. NO. 1—WHITE ROSE
POTATOES 10 lbs. 39c

4 FOR
CANTALOUPE 19¢

JELLO---6 Delicious Flavors 2 pkg. 9c

FRESH RANCH DOZ.
EGGS EXTRA L.G. "A" 53¢

WONDER SOAP
TIDE . lg. size 25c---Giant size 69c

HILLS—M.J.B.—FOLGER'S
COFFEE . lb. 79c---2 lb. can \$1.57

DELRICH—ALL SWEET—NUCOA COLORED
MARGARINE lb. 29c

• JERRY'S FINER MEAT DEPT. •

FREE 1 Pound Swift's Lard FREE
 With Each Meat Purchase of \$3.00 or More

SWIFT'S GRADE A 7-BONE POUND
CHUCK ROAST 57c

U. S. GRADED CHOICE BABY POUND
LEG-O LAMB 69c

PORK—EASTERN GRAIN FED MEATY POUND
SPARE RIBS 39c

U. S. GRADED CHOICE BABY POUND
LAMB STEAKS 69c

SWIFT'S POUND
SLICED BACON 57¢

CHOICE
LOIN PORK ROAST
 POUND
63¢
 3-4 LB. AVERAGE

CENTER CUT
HAM SLICES
 POUND
98¢

Open Evenings Till 10 P. M. — Sundays Till 8:00 P. M.

Sold! . . . 7 properties in 10 days
---from Newspaper Advertising!



EDITH EDDY WARD

EDITH EDDY WARD
 Box 285 Palm Desert Calif.
 August 26, 1950

Mr. Oliver Jaynes
 The Desert Sun,
 Palm Springs, Calif.

Dear Mr. Jaynes:

You will be interested to know that I have sold three properties in Palm Desert as a direct result of my advertisements in The Desert Sun and the Palm Springs News, and four other properties which I have traced indirectly to my newspaper advertising—all within the past ten days!

I am greatly pleased with such good results from my newspaper advertising and also wish to thank you for the service which your staff members have given me.

With best wishes for continued success, I am,
 Sincerely yours,
 EW:bj
 (Signed) EDITH EDDY WARD

Proof!

. . . That it pays to advertise in . . .

The Desert Sun
 Palm Springs

"VILLAGE VALUES" CLUB

SOMETHING NEW FOR VILLAGE SHOPPERS!

4TH
week

Palm Springs "Village Values" Club has been conceived by a group of business men to help today's shopper get the most for his Buying Dollar in these times of Rising Prices and Increasing Taxation! Offering Values and Services at a Saving!

CHECK THIS PAGE EACH WEEK --- AND SHOP WITH THE "VILLAGE VALUES" CLUB

YOU'RE IN BUSINESS IN 5 MIN.
WALK RIGHT IN TO A SWANKY JOINT.
DARN GOOD DEAL

For a small wad a dough!
(Just a mere bag-a-shells)

\$7,500 smackers on th' nose, no dickering, will put a feller in a going bizness in a few minutes.
Opened last Nov. with 2 year lease (\$200 mo.) store and apt. Last 2 mo. paid up. Option renewable.
Fixtures, Decorations, Etc., Etc. (Cost 3 grand).
Stock, guaranteed invoice, \$6,000.
Th' Ball & Chain, Vivian, will break you in or run th' joint for you.

See VIVIAN or CONKY

Good Pickin's "Torgie"

The Beachcomber
PALM SPRINGS
CALIFORNIA

276 N. Pam Canyon High Safeway Phone 3634



Each week, for a period of 8 weeks, THE DESERT SUN—in cooperation with VILLAGE VALUES ADVERTISERS—is offering VALUES for YOU to take advantage of NOW! These advertisers advise — "DON'T HOARD and DON'T BUY unnecessarily because of possible shortages—ONLY REPLENISH DEPLETED MERCHANDISE NOW in needed amounts!

Avail Yourself of These Village Values---Prices Are Reasonable!

Two Bedroom Special

See this delightful small home with a separate double garage and sun deck. The grounds have been nicely landscaped and the house well cared for.

Only \$9750

Harold Hicks

REAL ESTATE

813 N. Palm Canyon

Phone 2736

BROKERS: Mildred E. Jackson
Al Stutz

Charles Mathews
Paul Aust

Free Delivery

Free Blending

Desert Paint Co.

Quality Paints
and Equipment

415 N. Palm Canyon Dr.

Tel. 4204

BEST BUYS OF THE WEEK

CHOICE SOUTH LOCATION

Charming little home,
Stucco with tile roof.
Excellent construction.
Good heating and air-conditioning.
House faces north with front and rear patios.
Beautifully appointed and decorated.
Offered completely furnished
including Bendix washer.

\$12,500 Terms

ANOTHER CHOICE LOCATION

Two bedroom home.
Livingroom with fireplace.
Screened lanai with patio,
17x34 swimming pool.
Large lot well landscaped.
House is stucco with Tropicool roof,
wall furnace and air-conditioning.
Price includes carpets and drapes.

\$22,500 Terms

Gannon & Fredericksen

463 N. Palm Canyon Dr. Phone 2772
Associates: Barbara Nodurft, Marion Mathews
Culver Parker, Kae Noble Hughes

127 E. Amado

Phone 5241

Youngs' Liquor Store

HOT WEATHER "SPECIAL"

TAVERN PALE
Eastern Canned Beer

15c Can — 90c Handy 6-Pack
\$3.50 Case (24)

ICE COLD!

196 S. Indian Ave.

Phone 7755

Hatchitt's Market

— FREE DELIVERY —

SPECIALS FOR FRI.-SAT. SEPT. 1-2

RABBITS—Fresh Dressed . lb. 57c
FRESH LARGE—BEEFSTEAK
TOMATOES lb. 10c
2 1/2 SIZE CAN
PEACHES—Red Dart 25c
DANISH—CHALLENGE—ARDEN OR KNUDSEN
BUTTER lb. 75c
NO. 1 CAN
APPLE SAUCE 16c

Harry Plymire's---

PALM SPRINGS SPORTING GOODS

• FALL FOOTBALL PRACTICE BEGINS SEPT. 5 •

FOOTBALLS

(Official Inter-Collegiate)

\$7.00 \$8.65 \$11.00 \$18.00

IN STOCK—

Football Shoes

Sweat Socks

Shoulder Pads

TENNIS RACQUETS

Spaulding, Wilson,

Davis Cup, Kramer

Racquets Restrung

402 N. Palm Canyon Dr.

Phone 6012

501 N. Palm Canyon Dr.

Phone 2976

CASUAL-AIRE SHOP

This Week's Special

Sept. 1 — Sept. 8

ALL BLOUSES
1/2 OFF

DUTCH BOY PAINT



WITH GOOD PAINT
Wonsover Flat Wall Paint . . gal. \$4.11
Wonsover Gloss Enamel . . . qt. \$1.70
Wonsover Eggshell Enamel . . qt. \$1.61
Quick Drying Enamel . . . qt. \$2.12

Palm Springs
DEPARTMENT & HARDWARE STORE

SIPS 'n SNACKS

Ramon Rd. at Indian Ave.

East of Standard Station



**2nd Best
Food in Town**

Open

6 A. M. to 1 A. M.

— Serving—

BREAKFAST — LUNCHEON — DINNER

Records • Radios • Phonographs • Appliances

Dick Pace's . . .

PALM SPRINGS MUSIC
AND HOME APPLIANCE CO.

See . . . the new RCA VICTOR "45" Record Player with the world's fastest changer and "Silent Sapphire" pickup. Plugs into any radio. Plays 45 rpm records.

\$12.95

SEE THE NEW RCA VICTOR RADIOS

360 N. Palm Canyon Dr.

Phone 6122

Hank's Richfield

610 N. Palm Canyon Dr.

Plenty of Tires
on Budget Plan

Phone 9085

Paul Tarr's...

EDGEWOOD FARM MARKET

464 N. Palm Canyon Dr.
(Next to the New Desert Bank)

OPENING TODAY
SEPT. 1st

Featuring

--- Fresh Daily ---

- ★ Ranch Poultry and Eggs.
- ★ Complete Line of Choice Meats
- ★ Fresh Fish and Sea Food

COLD BEER

Phone 2826

Special

FOR THE "KICK-OFF"

FOOTBALL SHOES

For High School Gridsters
WITH DETACHABLE
REGULATION GAME CLEATS

Reg. 9.50 for **\$8.00**

WHILE THEY LAST!

Don Allen Sporting Goods

435 N. Palm Canyon

Phone 26395

Palm Desert Sunbeams

By EDITH EDDY WARD

"SAILING, SAILING Over the Bounding Main" is the theme song of Vernon and Lorraine Peck, of Palm Desert. They are the new and proud owners of a 46' yawl—Cherio II. At this point they are seasoned sailors and simply in love with their new vacation sport. They just returned to home base Wednesday night after a delightful two weeks cruise to Catalina. They were hosts to Betty and George Pike of Hollywood, on the Catalina trip, and are very enthusiastic about the comforts for living abroad. Their boat accommodates four people in grand style. They left Coronado Yacht Club at 10:00 in the evening and encountered a rough pull on account of prevailing off-shore winds. However, once they had reached Avalon the sailing weather was perfect. They took a five-day cruise around the island, visiting the Isthmus, Cherry Cove and many other inlets of interest. The fishing was grand, and they ate fish until they nearly grew fins. They were able to freeze their catch, which was sole and barracuda, in the galley, and experimented with every conceivable fish dish, but drew the line on fish sandwiches. Upon their return trip to Coronado they took a Saturday night run over the border to Caesars famous Tropicana Cafe and had a gay evening of dining and shopping. Earlier this summer while the Pecks were learning the "ropes" of the art of sailing and the vernacular of the sea, they spent much time at the Coronado Yacht Club from where they took short trips. They also entered the Annual Regatta at the San Diego Yacht Club, racing with old "Salts" of many grades. It was great fun! but they are not very specific as to where they placed in the sailing races—but it wasn't last!

The Pecks are just home now to change their middies and jeans for slacks and shorts, and are off again—this time by car—for Old Mexico. They plan to drive to Guaymas and fly from there to La Paz, the historical spa for summer siestas. They will spend about a week relaxing there and incidentally survey La Paz for a future cruise down aboard Cherio II. Upon

their return, and, if Uncle Sam doesn't interfere, they will start the necessary clean up and painting on the popular Palm Desert Adobe. They are one of many looking forward to another busy winter season, opening November 1st.

Mr. and Mrs. Larry Fikes and daughter "Mickey" have just returned from a visit to Hawaii. They had been debating between a home at Palm Desert and a home in Hawaii. After their very interesting trip they have decided that Hawaii has nothing on Palm Desert and that this is the spot where they want to build their winter home. They picked up many interesting features to incorporate into their desert cottage—"Lani and Desert" will be the trend. The Fikes have been members of the Palm Springs Tennis Club for many years and are now joining the Shadow Mountain Club. A hearty welcome to the Fikes!

Mrs. Anna Boos Poter and her daughter, Brenda Boos Unnevehr, of the famous Boos Brothers Cafeterias, have purchased the Shepard apartments in Unit No. 4. Mrs. Unnevehr plans to occupy one apartment and rent the other two. She has a seven year old son, Jim, who will enter the Palm Desert school for the fall semester.

Palm Desert School will open September 13 with an anticipated enrollment of 200, staffed with seven teachers, according to present plans. Staff personnel includes Francis Martin, principal—this is Mr. Martin's second year here. Charles Messick comes here from Kern county and will teach upper grades. Miss Marion Nordstrom is a transfer from Indio and will teach intermediate grades. Mrs. June Gibbs, from San Francisco, is assigned to intermediate grades. Incidentally Mrs. Gibbs' husband has joined the faculty at Coachella Valley high. Mrs. Lilly Fillmore comes to us from Los Angeles and is assigned to kindergarten. Mrs. Davis and Mrs. Moran will return again to their primary duties.

Rex Johnson, district superintendent, urges all parents of kindergarten age children to register there immediately. So far only four kindergarten children have been registered. This is

Rev. Blackstone To Win Degree

The Rev. and Mrs. James H. Blackstone Jr. left Tuesday for Spokane, Washington, where Mr. Blackstone will receive the honorary degree of Doctor of Divinity from Whitworth College. The Blackstones are driving with Mr. and Mrs. A. C. Steffen, of Hollywood, parents of Mrs. Blackstone, and expect to spend the week-end in Seattle.

The degree will be conferred upon Mr. Blackstone during the Convocation at 10 a.m. Friday, September 8, at the opening of the college for the Fall semester. Mr. Blackstone will give the address to the students on the subject, "Is Your Life Worth Living?"

Rev. Woodbridge To Speak Sunday

The Rev. Charles J. Woodbridge, Ph. D., professor of Practical Theology and Homiletics at Fuller Theological Seminary in Pasadena, will preach Sunday at 11 a.m. in the Community church. His subject will be: "A Christian Imperative."

Dr. Woodbridge was born of American parents, a noted missionary family, in Chinkiang, China. He and Mr. Blackstone were boyhood friends on the China Mission Field.

far below the state requirement to start a kindergarten. Please pass this information on to any of your friends who have children in this age group. Bring or mail a birth certificate or other documentary evidence that the child was born on or prior to March 1, 1946. The registration office is located in Indio at 83-089 Avenue 46, Upper Grade Building. This office will be open daily, except Saturday, after September 1.

Mr. Johnson also calls attention to the School Bond issue coming up for vote September 18. If this issue passes it will benefit Palm Desert School as much, if not more, than any other school in the Indio District. The bond issue is for the use of 250 million dollars allotted by the State for building additions and new buildings.

DIRECTORY Palm Springs and Desert Area Real Estate Firms

PALM SPRINGS
THE ALAN ALLEN CO. 5196
226 N. Palm Canyon
Royal Palms Hotel
ANDERSON, GUY & TERRY
RAY 2064
773 N. Palm Canyon Drive
APPLEBAUM, DAVID 5555
320 S. Indian Ave.
BELYEA, MARIE
Ph. Idyllwild 80131
Box 211—Idyllwild, Calif.
BORRERO SPRINGS CO. 3666
8 The Plaza 2793
JAMES J. CAMPBELL 2379
156 So. Indian Ave. Box 275
CANNON & FREDERICKSEN
163 N. Palm Canyon Dr. 2772
GRILL, ERNEST JR. 6666
344 N. Palm Canyon Dr.
HICKS, HAROLD J. 2736
813 N. Palm Canyon Dr.
ISRAEL, ADOLPH 2981
437 N. Palm Canyon Dr.
JAMES, MARTHA 2751
445 N. Palm Canyon Dr.
MILLER, FRANK W. 2929
428 N. Palm Canyon Dr.
C. H. MOREHEAD 5183
238 Indio Rd.
MUNHOLLAND & CO. 3673
431 N. Palm Canyon Dr.
PALM SPRINGS REALTY CO.
507 N. Palm Canyon 2742
ROBERT RANSOM
142 S. Palm Canyon 2793
REID & WADE 7534
Tahquitz River Estates
850 S. Palm Canyon Dr. 5187
MADGE O. ROCKS
380 N. Palm Canyon Dr. 2727
SHEPTENKO, PETER B. 2727
475 N. Palm Canyon Dr.
WILLIAMS, JOHN W. 3311
423 N. Palm Canyon Dr.
WRIGHT, BILLY 5727
285 N. Palm Canyon Dr.

CATHEDRAL CITY
BLAKELEY, M. H. 8-4313
HILLERY, WILLARD R. 8-3417
SHERRILL, R. H. "Bob" 8-3534
707 and 713 "D" St.

DESERT HOT SPRINGS
COFFEY, L. W. DHS 121
3 W. Pierson Blvd.

RANCHO MIRAGE
CAMERON, DON 8-4411
71843 Highway 111
EWART, ESTELLA C. 8-3112
Rancho Mirage

PALM VILLAGE
EASLEY, JAMES I. Indio 7-6161
Palm Village Tract Office
Palm Village Land Co.
Hiway 111 Palm Village
PANORAMA RANCH TRACT
Palm Village 76871

PALM DESERT
EDITH EDDY WARD 76-2911
Shadow Mountain Club

INDIO
RALPH L. STEPHENS CO. 7-7371
Lupine Ave. at No. Jackson

The Desert Sun CLASSIFIED ADS PHONE 2249

P. O. BOX 190 PALM SPRINGS

FOR COMPLETE COVERAGE OF THE DESERT AREA, ORDER YOUR CLASSIFIED ADS RUN IN THE DESERT SUN (FRIDAY) AND THE PALM SPRINGS NEWS (WEDNESDAY) AT SPECIAL RATES FOR CONSECUTIVE INSERTIONS AS SHOWN BELOW:

RATES				
Per Line	One Time	Two Times	Four Times	Nine Times
	25	45	80	1.60

DEADLINE 10 A. M. DAY PREVIOUS TO PUBLICATION

- MINIMUM SIZE AD, 3 LINES. COUNT 26 LETTERS AND SPACES TO A LINE.
- DO NOT ABBREVIATE WORDS.
- RATES BASED ON CONSECUTIVE INSERTS.
- DISCOUNT 10 PER CENT FOR PAYMENT IN ADVANCE ON 2 OR MORE INSERTIONS.

Announcements 14

TRIXIES SCHOOL of the dance will start fall classes in ballet, tap, acrobatic, Spanish, etc. on Sept. 18 at the Play School, 1547 N. Palm Canyon Dr. Ph. 3213. And at Cathedral City, Sept. 19. Phone 3213.

Service Miscellaneous 15

LADY WILL care for children by day, week or month. Fenced in yard. References. Phone 7066.

Situations Wanted 25

COUPLE, manage-maintenance motor or concession. Middle age refined and reliable. No child. Have motel management schooling. Excellent character references. Phone Pasadena collect 592,915 for personal interview your office.

YOUNG COUPLE, no children, refined, good education. Caretaker, manager, maintenance. Husband first class bartender. Excellent references. Write Box 190, A-12 or phone L. A. Gladstone 8580.

MANAGE, maintenance of court, motel, by experienced middle aged married man. Excellent references. 1811 N. San Geronimo, Banning, Ph. 3387.

MAINTENANCE engineer. Local man, license. Can do all repairs, wiring and take charge. Box 190, File A-9.

CARE GIVEN children by day, week or month. Doctor's references. Phone 2-4331.

SMALL JOBS carpentry, maintenance, fix-it. Phone 7682.

PRACTICAL NURSE and graduate masseuse. Day or night duty. Phone 2-4413.

Help Wanted 27

EXPERIENCED woman wanted to care for tiny infant and small house from 9 to 6 daily except Sunday. Phone 5231.

5 AUTOMOBILE MECHANICS, experienced. Top deal. Apply Palm Springs Lincoln Mercury Co. or Jenkins Motor Co., Indio.

Business & Financial 30

SERVICE STATION and fountain lunch combination for lease by owner. In Palm Springs area. Stock and fixtures \$6500. Write Box 190, File A-11.

For Sale or Exchange 34

Lake Tahoe
Building Lots from \$400 to \$40,000 lake frontage. Terms, title insured, photographs. Near North SHORE CLUB AND CAL-NEVA.
Exchange for vacant lots or acreage from Palm Springs to Indio (Highway 111).
Jack Heffernan
HEFFERNAN LAND CO. INC.
Licensed real estate brokers
P. O. Box 448, Palm Springs
Ph. 2-4385

3 BEDROOM, 2 bath, 2 years old, 748 Calle de Rolph, Palm Springs, by owner, sell or trade for smaller home. Crestview, Los Angeles 1-9813.

FOR SALE or trade: Five room furnished house. Close in. Terms, Ph. 8-4475.

Real Estate For Sale 35

NO DOWN payment and only \$85 mo. to responsible party for my new Palm Springs home with swimming pool privileges. P. O. Box 1349 or call P. S. 4555 or 3093.

NEW, MODERN, unfurnished 2-bedroom house. Cash or terms. 610 Hermosa Dr., corner Granada Valley, Corona, Cal. 718 W. 74th St., L. A. Ph. 11409.

LOT 72x106, Desert Sands Tr. 2 lots Mesa Tr., approximately 150x160. Ph. Corona 664-J or 479-J. 3771 Neece, Corona, Cal.

2 BEDROOM, 2 bath stucco, furnished home, leased lot \$4500. Ph. 2957 or Crestview 5222.

Kenneth E. Bryant Wins Army Promotion

Air force headquarters in Tripoli, Africa, last week announced the promotion of Kenneth E. Bryant, son of Mr. and Mrs. Orville Bryant of Palm Springs to Private First Class. Bryant has been in the armed services for a year.

Real Estate For Sale 35

Cabazon Bargains

TWO-BEDROOM clean home only \$3100.

TWO - BEDROOM HOME with 3 acres; natural gas, light and domestic and irrigation water. A real buy for \$3000.

SMALL MODERN HOME with large lot, \$1500.

20 ACRES with 12 acres in full bearing olives. Two-bedroom home. A fine investment for \$10,000.

A VERY FINE HOME, also two cabins, large trees, worth the money at \$7500.

LARGE LOT, all utilities in, only \$500. Also 5 acres, \$750.

MELVIN HANSEN

106 West Bonita
CABAZON
The Ideal Desert Climate

IT'S NOT
Goodbye
to
GOOD BYES

YET. But if you're interested in a good low priced home, don't wait. SEE THESE:

2 BEDROOMS, den, carport, tile kitchen and bath. 100x250 lot, exceptional location near new golf course. \$7500 full price, \$3000 down, \$55 month.

NEW 2 bedroom home, 120 foot frontage on 2 streets. Carport. Only \$6950 terms. \$2500 down. This price good only to Sept. 15.

DON CAMERON, REALTOR
71843 Hiway 111
Ph. 8-4411 or 8-4211
If no answer call 2701

\$15,000 TERMS
DON CAMERON, REALTOR
71843 Hiway 111
Ph. 8-4411 or 8-4211
If no answer, call 2701

40 BEAUTIFUL ACRES adjoining Wonder Palms Hotel property and within a mile of Thunderbird Golf Club. Five thousand cut in price under last year's figure. HILLERY AND COBB Cathedral City

5 ACRE parcels of level land (not in mountains) in section adjoining Palm Springs city limits. \$500 to \$1000 per parcel—terms as low as \$150 down, \$10.00 per month. Write P. O. Box 190, File W-4.

Real Estate Wanted 37
PRIVATE PARTY WILL BUY MODERATELY PRICED 3 BEDROOM MODERN HOUSE. WRITE P. O. BOX 190, FILE A-14.

Business Rentals 38
FOR RENT—Industrial building, just completed. 2 separate rooms, 20x30 feet each, all concrete construction. Excellent for storage or for any industrial use. See JOHN W. WILLIAMS Realtor and Owner Claude W. Gottbehr, Assoc. 423 N. Palm Canyon, Ph. 3311 or see your broker.

Wanted to Rent 39
PEOPLE With discriminating taste. Unfurnished or partly furnished house two or more bedrooms. Prefer West of Palm Canyon Drive. Near Racquet or Tennis Club. Lease immediately. Box 190 File No. A-10.

Rooms for Rent 40
LIGHT house-keeping room and Cottages. CLIFTON COURT, 150 N. Indian Ave., half block south Greyhound bus station. \$7 week or day rate.

Apartment for Rent 43
NEW modernistically furnished one bedroom apartment, will accommodate 4. Swimming pool, Bendix washer, air-conditioned. Panel ray heat. Available immediately. Yearly or seasonal lease. 970 Parocela Pl. Ph. 3772.

FURNISHED, modern, 1 bedroom, electric kitchen, air conditioned. Business district on Palm Canyon, Rent a reasonable lease qualified party. Ph. 6122.

APARTMENT, one bedroom, new. Attractively furnished. Fully carpeted. Air-cooled. Panel ray heat. Season or year. 980 Camino Parocela, Ph. 25751 or 2443.

WELL FURNISHED two-bedroom apartment, also single apartment, moderately priced. See them at 450 Avenida Olancha.

APARTMENT for 2. Very nice on Palm Canyon Dr. \$85 month. 8 months lease. Utilities paid. Ph. 7001.

BEAUTIFUL new furnished apartments. Monthly rentals. South end, 450 Ave. Ortega.

FURNISHED APARTMENT, one or two adults. Araby Tract, Phone 7904.

NEW FURNISHED 1 bedroom apartment, 1311 Camino Arapola, \$75. mo. lease. Ph. 7452.

Real Estate 35

SHEPTENKO SPECIALS

2 BEDROOM furnished. Close in. \$11,500, only \$2500 down.

TAHQUITZ RIVER ESTATES. One of the finest designed homes in the tract. Large corner lot. ONLY \$20,000. Won't last long at this price.

4 BEDROOM, 4 BATHS, furnished. Large swimming pool and guest house. Exclusive neighborhood. walking distance. Reduced to \$32,500. \$7500 down.

TWO 4 BEDROOM HOMES on separate lots with swimming pool. Completely equipped and furnished. Worth over \$80,000. Owner must sell for \$37,500, \$6,500 down.

4 UNIT INCOME FURNISHED. Room for 12 more units and swimming pool. Owner is back in the Army. Will sell for only \$22,500.

Peter B. Sheptenko

THE PIONEER REALTY CO. OF PALM SPRINGS
475 N. Palm Canyon Ph. 2727

INVESTIGATE!
THIS INVESTMENT

Near Wonder Palms Hotel and new 18 hole golf course. Owners are taking big loss on this to sell by September.

10 ACRES with lovely modern 1 bedroom home, furnished. Tile kitchen and bath, flagstone fireplace, large porch, trees, shrubs, double garage with sundeck. Unusually fine well (cost \$4000) and loads of water. Option on adjoining 10 acres.

\$15,000 TERMS
DON CAMERON, REALTOR
71843 Hiway 111
Ph. 8-4411 or 8-4211
If no answer, call 2701

40 BEAUTIFUL ACRES adjoining Wonder Palms Hotel property and within a mile of Thunderbird Golf Club. Five thousand cut in price under last year's figure. HILLERY AND COBB Cathedral City

5 ACRE parcels of level land (not in mountains) in section adjoining Palm Springs city limits. \$500 to \$1000 per parcel—terms as low as \$150 down, \$10.00 per month. Write P. O. Box 190, File W-4.

Real Estate Wanted 37
PRIVATE PARTY WILL BUY MODERATELY PRICED 3 BEDROOM MODERN HOUSE. WRITE P. O. BOX 190, FILE A-14.

Business Rentals 38
FOR RENT—Industrial building, just completed. 2 separate rooms, 20x30 feet each, all concrete construction. Excellent for storage or for any industrial use. See JOHN W. WILLIAMS Realtor and Owner Claude W. Gottbehr, Assoc. 423 N. Palm Canyon, Ph. 3311 or see your broker.

Wanted to Rent 39
PEOPLE With discriminating taste. Unfurnished or partly furnished house two or more bedrooms. Prefer West of Palm Canyon Drive. Near Racquet or Tennis Club. Lease immediately. Box 190 File No. A-10.

Rooms for Rent 40
LIGHT house-keeping room and Cottages. CLIFTON COURT, 150 N. Indian Ave., half block south Greyhound bus station. \$7 week or day rate.

Apartment for Rent 43
NEW modernistically furnished one bedroom apartment, will accommodate 4. Swimming pool, Bendix washer, air-conditioned. Panel ray heat. Available immediately. Yearly or seasonal lease. 970 Parocela Pl. Ph. 3772.

FURNISHED, modern, 1 bedroom, electric kitchen, air conditioned. Business district on Palm Canyon, Rent a reasonable lease qualified party. Ph. 6122.

APARTMENT, one bedroom, new. Attractively furnished. Fully carpeted. Air-cooled. Panel ray heat. Season or year. 980 Camino Parocela, Ph. 25751 or 2443.

WELL FURNISHED two-bedroom apartment, also single apartment, moderately priced. See them at 450 Avenida Olancha.

APARTMENT for 2. Very nice on Palm Canyon Dr. \$85 month. 8 months lease. Utilities paid. Ph. 7001.

BEAUTIFUL new furnished apartments. Monthly rentals. South end, 450 Ave. Ortega.

FURNISHED APARTMENT, one or two adults. Araby Tract, Phone 7904.

NEW FURNISHED 1 bedroom apartment, 1311 Camino Arapola, \$75. mo. lease. Ph. 7452.

Apartment for Rent 43

WORKING GIRLS TEACHERS

Exclusive small hotel will rent 1 large three-room apartment, completely furnished, lovely SWIMMING POOL, beautiful landscaping, walking distance to Bullocks. To responsible party, only—

\$100 Month or \$1000 yearly Also—1 hotel room by season. Ph. P. S. 9037 or write P. O. Box 190, File A-3.

SEASON OR YEAR. Single and double. Desert House, Write 220 So. Cahulla Rd., Palm Springs, L. A. phone Hudson 24283.

Houses for Rent 46
FURNISHED 1 bedroom cottage, screen porch. Seasonal lease \$75.00 mo. Basic water paid. 2635 Anza Trail, Araby Tract, After Sept. 4 contact owner at 232 15th St. Seal Beach. Ph. L. B. 903327.

LUXURIOUS home for season. 4 bedrooms, 4 baths, beautifully furnished, completely carpeted, unit heat, air conditioned. 20x40 Paddock swimming pool, heated and filtered. Large patio. Phone owner, 4432.

SPECIALIZING in summer and year round rentals, with swimming privileges. DON CAMERON, Realtor 71843 Hiway 111. Ph. 8-4411 If no answer, call 2701

MODERN two bedroom air-conditioned, furnished, 1/2 block from health center, \$125 mo. or \$100 mo. year's lease at 346 No. Calle Santa Rosa, or phone 4067.

NEW 6 room house unfurnished, tile kitchen and bath. Swimming pool and tennis court facilities. \$75 per month. Phone Republic 2-7027.

LAS CASITAS
No. 1200 So. Palm Canyon Dr. Redecorated, newly furnished charming bungalows. Adults. No pets.

FURNISHED 2-bedroom, 2-bath house, \$75 month; 1-bedroom house, \$60 month, year 'round rates. Center of town. Ph. 2957.

ONE BEDROOM furnished house. Also one bedroom unfurnished. Ph. 6264 evenings.

3 BEDROOM house, close in. Lawn, trees, sun deck. 391 Athel St., Ph. 25583.

Household Goods 50
NEW AND USED MATTRESSES and springs sterilized. Cold Spot refrigerator, \$75.00. Frigidaire . . . \$45.00. Ice Boxes . . . \$10.00 up. Used cooking stoves, gas or butane, \$25.00 up at

Pavny's
Ph. 7342

BARGAIN
FRENCH Provincial Suite with twin beds, inner-spring mattresses, comode, chest, beautiful desk. Ivory with gold trim. Complete for only \$285. Edith Eddy Ward, Ph. Palm Desert 763191.

MONTGOMERY-WARD refrigerator, deluxe model, 8 1/2 cu. ft. capacity, 100 ice cubes, improved sealed unit, five year warranty. As good as new. Also Sears washer, 4 years old, \$35. 551 So. Calle Santa Rosa. Phone 3623.

BED SPRINGS and mattress, table top stove, blonde corner table, chest of drawers, glass coffee table, davenport, 221 Via Colusa.

BOX SPRINGS, excellent condition; 2 hanging mirrors; 2 writing desks. 572 N. Indian, phone 2227.

MISCELLANEOUS furniture, mattress, chair, rug. 388 Athel St. Phone 25583.

Trailers for Sale 51
TRAILERS (Camping and house) \$195 and up. Also Warner Electric TRAILER BRAKES and controls installed at

Pavny's
Butane & Trailer Supply Store 1001 S. Palm Canyon Ph. 7342

Miscellaneous For Sale 60

BUILDING SUPPLIES
"To meet your every need" DILL LUMBER CO. JOHN M. WOOD, Mgr. 679 So. Palm Canyon Dr. 2758—Phone 2759 OPEN SATURDAYS

THE NEW and improved Panel rays with 100% safety devices are now available in sizes 11.25 to 56.25 B.T.U.s. Investigate now.

O. H. LEVIER
N. W. Corner Grove and Allen Cathedral City, Ph. 8-4534

FIREWOOD for sale, or will cut yours. Buy now and save. Pine slabs in 24-inch lengths for only \$20 a cord if ordered now for delivery by Sept. 15th. Phone 7193 or 25962.

USED CABINET RCA radios. Also used amplifier and microphone, suitable for paging hotel guests. Reed's Radio Shop, 875 N. Palm Canyon.

RECONDITIONED ALUMINUM cooler, will never rust out. 4300 cfm. pump and float. Guaranteed. Ask for Dailey. Phone 2206.

1 COMMERCIAL Deep Freeze, 20 cu. ft. like new. \$300

1 Exercycle. \$150. Ph. 84321.

The Desert Sun—7

Palm Springs Fri., Sept. 1, 1950

Miscellaneous for Sale 60

SUMMER SALE

SERVEL

THE GAS REFRIGERATOR also outdoor furniture, stoves, etc., utility AIR COOLERS, pads and supplies. Coleman lanterns and camping stoves.

Charcoal, butane, white gasoline.

Pavny's
Butane & Trailer Supply Store 1001 S. Palm Canyon Ph. 7342

Miscellaneous Wanted 61

HIGHEST cash prices for good used furniture. Phone or write Bonnell Furniture, 66 N. First Street, Banning, Ph. 4811.

Used Cars For Sale 70

The Best Deals On Wheels

1

Altadena Girl And Villager Set the Date

Betrothal of Betty Joan Brown, daughter of Mr. and Mrs. Stanley K. Brown of Altadena, and Robert L. Williams, son of Mrs. Ada L. Williams of 314 North Indian avenue, was revealed by the bridegroom's mother here this week.

The ceremony will be solemnized Sept. 17.

The bride-elect attended Holton Arms School for Girls in Washington, D. C. and UCLA. She received her B. A. degree at Santa Barbara college. Williams attended San Bernardino Junior college and Notre Dame and was graduated from the Georgetown, Washington, D. C. School of Law. He is now practicing law in Bakersfield where the young couple will make their home.

They met in Washington, D.C.,



while the Villager was attending law school.

Sgt. Mickey Finn, Los Angeles policeman well known here and famous for his work with boys in Los Angeles, is still a sergeant. But not a police sergeant. He's in the army again and is now a staff sergeant.

THE STAFF—Left to right above are the members of the staff of the new Desert Bank which opens for business next week. They are: James R. Partridge, Dorothy Lowden, Wilma Wilson, Wava Earl, Alta Weide, Eunice Tiss, James Olsson. (Desert Sun Photo.)

Lee Luecke Back in Village

Lee Luecke of the H. H. Foster Realty company staff, is back in town after a vacation spent at Arrowhead and in Los Angeles. From all indications, she said, this looks like one of the busiest seasons ever.

Dubins Return From Journeys

Mr. and Mrs. Lou Dubin of 980 Camino Parocela, returned this week from a trip into Mexico followed by visits to Lake Arrowhead, Las Vegas, Balboa, Santa Barbara and many other motor trips.

Winter Guest Entertains at Lake Tahoe

Mrs. Vivien Summerfield of Palm Springs is planning a Labor Day weekend party for Mr. and Mrs. Carl Friermuth and Mr. and Mrs. Joseph Tiano of New York at her summer cottage at Lake Tahoe and many Villagers and Village winter residents will be among the guests.

Present from Palm Springs will be Mr. and Mrs. Walter McManus who will drive north after the wedding of Mrs. McManus' sister at Santa Monica tomorrow afternoon. They will go north with Mr. and Mrs. Frederick Mitchell of Beverly Hills.

The McManus' will return to the Village shortly after Labor Day.

J. P. Seeburg And Bride on Honeymoon

J. P. Seeburg, owner of the Seeburg building here and wealthy record-playing machine manufacturer, was honeymooning in the south of France today with his bride, the former Mrs. C. Burglund, of Stockholm, Sweden.

Friends in the Village received word this week of the marriage which was solemnized in Malmaison, France, July 18.

In New Home

Mr. and Mrs. Larry Sitter are at home to friends in their new house on Riverside drive. Mrs. Sitter tripped while descending the back stairs of her new home and strained an ankle.

The cheapest way to buy, sell, tell the world anything—Dial 2249 and ask for classifieds.

Villagers at Beach Wedding

Mr. and Mrs. Walter McManus will act as attendants Saturday at the wedding of Mrs. McManus' sister, Mrs. Frances J. Hughes,

of Los Angeles and William O'Keefe of San Francisco.

The ceremony will be solemnized at St. Monica's church, Santa Monica, at 2 p.m. Saturday. A reception for intimate members of the families will follow.

The O'Keefes will make their home in San Francisco after a honeymoon tour.

For the New Bank

Desert Bank of Palm Springs welcomes you to its new quarters Saturday, Sept. 2d, and will be ready for business the following Tuesday.

For more than twenty years my friendship and efforts for Palm Springs has been proven so I feel this ad is justified in inviting friends and acquaintances to use this newest, extremely important and permanent aid to the development of Palm Springs and surrounding desert.

The Desert Bank of Cathedral City will continue serving all homes and businesses convenient to the Bank's present permanent home. With its mate in Palm Springs you have added strength. The more patronage given the Banks the more the area and you will be benefited. And my congratulations to Tergic and his associates.

W. R. HILLERY

WE CORDIALLY WELCOME
the
DESERT BANK
And All Its Staff
to
Palm Springs



BEST WISHES
to
The New
DESERT BANK



1188 "G" Street Phone San Bernardino 272-25
SAN BERNARDINO

Village Party Raids Ocean

One 18-pound albacore, eight mackerel and twelve sea bass comprised the loot of a merry party of Villagers off the coast Tuesday.

Making up the group were Irene Foldes, Bob Fisher, Gene Johnson, W. A. Johnson, Billie Brownell, Fred Strebe, Warren Strebe and Mary Tovey.

Besides the fish, they had a lot of fun.

Doll House Open Sept. 28

George and Ethel Strebe and family left Henderson, N. C., for Indianapolis Monday and are heading back to Palm Springs and their famous Doll House. They leave Indianapolis tomorrow for home.

They plan to re-open the Doll House September 28.

Dr. and Mrs. Church To Cathedral City

Dr. and Mrs. Claude Church of Rancho Mirage are expecting to occupy their new home in Cathedral City following their return from San Diego where they spent the past few days. For more than four years the couple occupied a home at Rancho Mirage. The new home is constructed of adobe, boasts of one bedroom and two bathrooms. A swimming pool has also been installed.

THE DESERT INN.

EXTENDS
GREETINGS AND
BEST WISHES

TO

Desert Bank
of
Palm Springs

EARL COFFMAN
GEORGE ROBERSON

VILLAGE MARKET

BEST WISHES TO PALM SPRINGS NEW DESERT BANK

SHOP HERE FOR

PICNIC FOODS

You'll find everything here for an all-out good time this long Labor Day weekend. Whatever you plan—a quiet weekend in your own back yard, or an outing at the beach or mountains—we have all the things you'll need for an appetite pleasing holiday. And best of all at prices that will please your budget.

Frozen Food Specials

PICTSWEEP PACKETS

PEAS	2 pkgs.	35c
LIMAS	pkg.	23c
MIXED VEGETABLES		20c
ORANGE JUICE		23c

CALIF. DAYS—20-oz. can		
TOMATO JUICE		9c
SUNSHINE BISCUITS—1-lb. pkg.		
KRISPY CRACKERS		25c
VR—20-oz. can		
APPLE SAUCE	2 for	35c
MARLO—15-oz. can		
BEANS & FRANKS	2 for	43c
SOUTHERN BEAUTY PINK—7 3/4-oz.		
SALMON		33c
SANTA FE—4 1/2 Qt.		
BURGUNDY WINE		51c
PLANTERS—8-oz. can		
COCKTAIL PEANUTS		33c
SWIFT'S—12-oz. jar		
PEANUT BUTTER		31c
NABISCO'S—1-lb. pkg.		
GINGER SNAPS		31c
CONQUEROR—3 and 4-oz. can		
SARDINES IN OIL	2 for	17c
DENNISON'S—15-oz. can		
PORK & BEANS	3 for	25c
Pint Jar		
BEST FOODS MAYONNAISE		43c

Meat Specials

PAN READY FRYING RABBITS	lb.	65c
TRIMMED—READY FOR OVEN		
LEG-O-LAMB	lb.	73c
PRIME RIB ROASTS	lb.	79c
LAMB BREAST	lb.	25c
CHUNK STYLE—6 1/2-oz. can		
CHIX 'O' SEA TUNA		29c
IN PLASTIC BAG—		
WRISLEY'S LEMON SOAP	10 bars	49c
CUDAHY'S—3 1/4-oz. can		
POTTED MEAT	3 cans	17c
LADIES CHOICE—6 oz. jar		
JAMS & JELLIES	3 for	29c
CARNATION'S BRENTWOOD		
ICE CREAM	pint carton	2 for 29c
12-oz. cans—By the Case		
EASTSIDE BEER	cs.	\$3.72 plus tax
ASSORTED FLAVORS—12-oz. bottle		
WILSHIRE CLUB BEVERAGES	6 for	25c
BELL BRAND PRODUCTS		
POTATO CHIPS	lg. 5-oz. bag	25c
CHEESE PUFFS	Lg. 4 1/2 oz.	25c
MONARCH—20-oz. can		
IRISH POTATOES		10c
STOKELY'S—20-oz. can		
RED PIE CHERRIES		24c
SLICED AND HALVES—1-lb. 13-oz. can		
LIBBY PEACHES		26c
15 1/2-oz. cans		
BOSCO DOG FOOD	4 for	25c

SPECIALS ON SALE FRI. AND SAT. SEPT. 1-2

—OPEN SUN. AND MON., SEPT. 3-4

WEEK DAYS

9:00 A. M. to 6:30 P. M.

Delivery Service Charge 25c.



All Advertised Items Subject to Limit at Dealer's Discretion
441 So. Palm Canyon Drive Phone 7932 or 9055



Palm Springs most beautiful store building
welcomes its newest tenant---

DESERT BANK PALM SPRINGS

It is with a great deal of pride that we welcome The Desert Bank of Palm Springs to our building—and to the community. To its officers and directors we extend our best wishes for success.

Strebe Theatre Building

PALM CANYON DRIVE PALM SPRINGS

EARL STREBE, Owner

Leases Available

For store or office space in this new building, inquire

207 N. Palm Canyon Dr.
Phone 4384

Desert Residents Launch New Financial Institution Here Next Tuesday

Desert Bank
Section

TWENTY-FOURTH YEAR
The Desert Sun

Desert Bank
Section

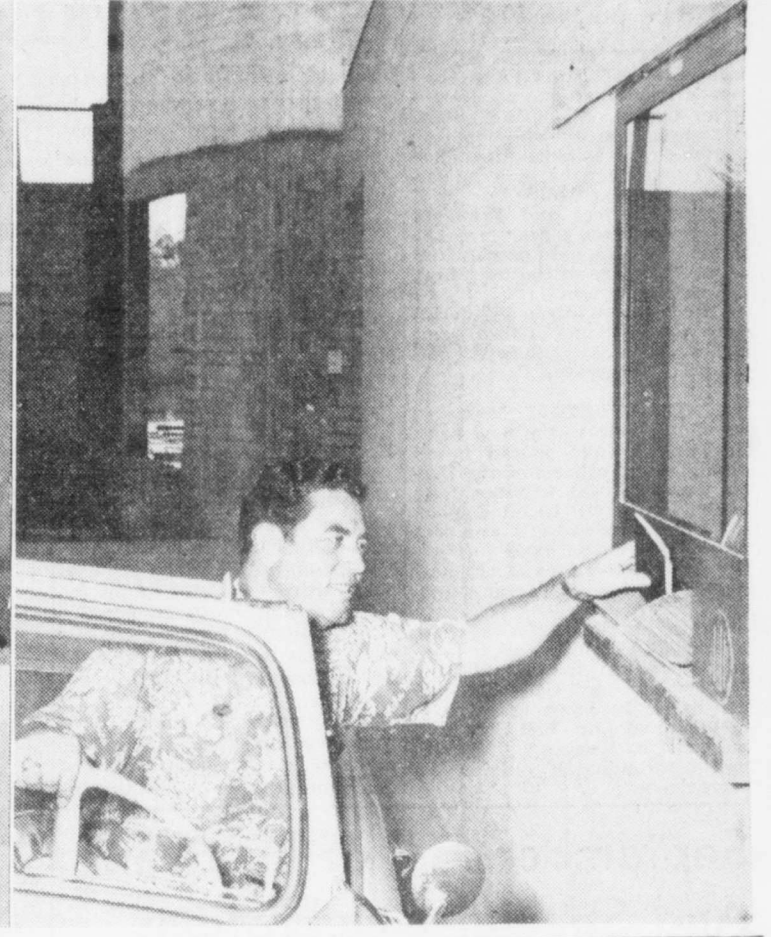
VOL. XXIV—No. 5

Palm Springs, California, Friday, September 1, 1950

Single Copy 10c

New Desert Bank to Hold Open House Tomorrow

(Story on Page 2, Section 2.)



AT THE LEFT, the president—O. A. Torgerson who guided the destinies of the first Desert Bank of Cathedral City to such great success, now finds himself the head of a similar bank in Palm Springs. CENTER—an interior view of a new Village asset. The Desert Bank of Palm Springs, modern in every respect swings its doors open for business September 5. Equipped with

every late device in guarding the treasures of its clients the new vault can be seen in the rear. AT THE RIGHT—A drive-in bank. Al Stutz, local realtor tests the new outside depository to complete his banking business without the trouble of leaving his car. A buzzer on the outside of the bank summons a teller and business is quickly transacted. (Desert Sun Photos.)

You're Invited!



... to attend our
Open House
TOMORROW

(Saturday, Sept. 2nd)

2 to 5 p. m.

Before we get down to the routine of daily banking, we want to show you through our new bank.

It isn't elaborate or large, but will serve the bank for sometime and will be a pleasant place in which to do business.

A paved parking lot for the convenience of customers is located at the rear of the building accessible from both Palm Canyon Drive and Indian Avenue.

Come in and visit us at Open House on Saturday, but if you can't make it, we'll be happy to welcome you anytime after we open on Tuesday, September 5th.

Palm Springs' independent bank will be open for business on Tuesday morning, September 5 at 10 o'clock.

Listen to the Desert Bank radio program over KCMJ
SATURDAY AT 9:30 P. M.
SUNDAY AT 10:30 A. M.

Desert Bank Palm Springs

GREETINGS
AND
CONGRATULATIONS
TO
Palm Springs' New
DESERT BANK

The Racquet Club

Desert Bank Open House On Saturday

Villagers will be given chance Saturday from two to five p.m. to inspect the shiny new quarters of the Desert Bank of Palm Springs.

The day after Monday's holiday (Labor Day) the bank will officially open for business.

The opening of the bank for business September 5 will mark for the first time in the history of Palm Springs the operation of a second banking institution within the city limits.

THE NEW BANKING HOME. Located at 436 North Palm Canyon drive, is unique in its interior design. All of the teller's windows form an island in the center of the establishment. The giant vault can be seen imbedded in the rear wall.

Private offices and President O. A. Torgerson's desk are situated in the forward corners and along the sides of the long high ceilinged quarters.

"All persons interested in inspecting the home of the Desert Bank are cordially invited," announced Torgerson.

CONGRATULATORY Messages on the opening of the new bank in Palm Springs poured in on directors and officers of the Desert Bank. Floral tributes from well wishers will be on display.

Directors, officers and employees will be on hand to show the modern facilities of the new bank to visitors, it was announced.

Parking facilities for a large number of automobiles has been constructed in the rear of the Desert Bank but those who do not desire to leave their automobile may do their banking business by making their deposits through an outside receptacle.

September Full of Festivals And Special Celebrations

The Los Angeles County Fair, "biggest and most beautiful" in the world, leads a full list of September events issued today by the All-Year Club, the Southern California community tourist advertising organization. There also will be festivals where visitors receive free apples and grapes, plus fiestas with contests for egg throwing, splicing steel cable and ocean swimming.

According to the All-Year Club, approximately 40,000 exhibits will be displayed in the 200 permanent buildings of the 400 acre park of the Los Angeles County Fair held Sept. 15-Oct. 1 at Pomona.

"The California Story" pageant, featuring a cast of hundreds, will be presented Sept. 8-12 in Hollywood Bowl to commemorate the state's 100th anniversary. Beginning during Indian times, the spectacle will depict historical events up to modern days.

A free apple and glass of apple cider await each visitor at the Julian Apple Days celebration, to be held September 30-Oct. 1 at the picturesque orchard and mining town in the mountains. There will be a parade of old time vehicles.

Free grapes, harvested from the surrounding vineyards, will be given visitors at the Escondido Grape Day Fair and Festival, presented Sept. 8-10.

MEN, WOMEN AND KIDS compete in a three-fifths mile swimming race Sept. 4 around the Oceanside pier, lined with cheering spectators.

While the public watches, painters, sculptors stained glass craftsmen and other artists complete their works for the Pasadena Outdoor Art Fair, held Sept. 29-Oct. 1 in the Rose Bowl city's civic center.

Approximately 1500 canines, all pedigreed, will be displayed Sept. 24 at the Associated Clubs Dog Show in Burbank.

Mexico's Independence from



READY FOR BUSINESS—O. A. Torgerson, president of the Desert Bank of Palm Springs is shown above in a pre-opening chat with a few members of his staff. From left to right they are: Torgerson, tellers Dorothy Lowden, James R. Olsson and James Partridge, Cashier Russell Denney, is on the extreme right. (Desert Sun Photo)

FAITH IN VILLAGE BACK OF BANK

Talking with O. A. Torgerson, the Alaskan banker who came to the desert to retire from that business, one learns quickly how he is up to his shoulders in business again—the banking business.

September 5 when the doors of the Desert Bank of Palm Springs swing open for business on North Palm Canyon Drive, it will mark the second such institution formed on the desert under the aegis of Torgerson, the president. The first Desert Bank was opened a little more than a year ago in Cathedral City.

REFERRING to the latter bank at Cathedral City as one of the reasons behind the creation of the one in Palm Springs, Torgerson emphatically declares he is not entitled to all the credit for the success of the Desert Bank.

"I should not be credited any more than a single member of any college crew pulling an oar," he said.

He insists that he did not think of the establishment of the bank in Cathedral City as a new and quite unique idea. Residing in

that community in order to be close to former Alaskan friends, he certainly was aware of the growth about him and the potentialities of surrounding communities as well.

TORGERSOn is the first to tell you that friends first broached the subject of a new bank in Cathedral City. He had come to the desert to rest and relax. Why should he engage in a new venture? But the seed was planted and was nurtured and the Desert Bank was formed.

In addition to Desert Bank stockholders living in Cathedral City and Palm Springs a large number are former Alaskan friends and business associates of Torgerson.

Once the Desert Bank of Cathedral City was opened, many Villagers were drawn to the man, conservative in opinion but quick in action, and his institution. They did not mind traveling six miles to do their banking.

But Torgerson did.

"Our Palm Springs business since the Cathedral City Bank opened has grown to a point that in justice to those people living there and forced to travel six

he featured all September at the Southwest Museum in Highland Park.

Sailboat regattas will be held every weekend in September at Newport Harbor and the offshore sailing waters.

miles to do their banking, enlargement of the bank's facilities was clearly indicated," he said.

Furthermore, he was told by Villagers, "If you had your bank in Palm Springs, we'd do business with you."

HE QUICKLY ADDED that the prime purpose for the location of the Desert Bank in Palm Springs is "in keeping with the anticipated growth of Palm Springs," which in his opinion is just as sure "as the night that follows the day."

In addition, he, as a business man, could not turn a deaf ear to the plea of new patrons who promised to do business with him if the Desert Bank was located in Palm Springs. He started to explore the possibilities of forming such a bank and what he found looked good.

"I have not accomplished all of this myself" emphatically declared the banking head. "Don't forget that the directors had a strong and guiding hand in the organization of the Desert Bank. They are all able and highly successful businessmen."

There are other reasons why the Desert Bank of Palm Springs was formed. Among them is the tremendous growth of Southern California during the past ten years which is being reflected in the growth of Palm Springs.

THERE ARE MORE PEOPLE

Officers, Board Of Desert Bank, Desert Leaders

A strong staff of experienced bankers with a strong faith in Palm Springs and the desert area and a firm belief in its future, head the Desert Bank of Palm Springs which opens for business next Tuesday morning.

Headed by O. A. Torgerson, president, it comprises men who know the desert area and its needs and who make their homes here the year around or the greater portion of the year.

Officers of the Desert Bank are: O. A. Torgerson, president; W. E. Hillery, vice president; C. J. Bell, vice president; Russell E. Denney, cashier; C. S. Cobb, secretary; E. F. Pearson, assistant vice president; Alta L. Weide, assistant cashier.

Directors of the new bank are: Arthur E. Bailey, W. R. Hillery, C. S. Cobb, Ray G. Potter, John A. Connors, O. A. Torgerson, S. E. Henderson, G. C. Waller, Stanley Whitworth.

Back in Village

Mr. and Mrs. Frank Schenk returned to Palm Springs this past week after spending their two week vacation attending the Santa Barbara Festival and a few days with friends at Perris.

coming here, Torgerson pointed out, and those who have homes here have increased their stay in the Village to the greater portion of the year.

Thoroughly imbued with the beauty and future of Palm Springs, Torgerson, definitely native now, said, "You know of course, a bank has in its management the power to assist tremendously the development of a community more than any other type of business."

About the Cathedral City Bank Torgerson had this to say: "That bank, although it may lose some of its Palm Springs customers, will continue to grow with the communities to the east of Cathedral City, like Rancho Mirage, Palm Desert, La Quinta, Palm Village and Thousand Palms. They need the services of a local banking institution such as embodied in our motto: 'The Desert Bank—serving the Desert Empire.'"

AND NOW WE HAVE A DRIVE-IN BANK

Banking while you sit in your automobile.

If you have never experienced this novel way of doing business with a bank you may watch clients of the new Desert Bank of Palm Springs doing so when it opens for business September 5, according to O. A. Torgerson, president.

There is no technique involved except the operation of the automobile, of course, plus a loud speaker.

THE CUSTOMER DRIVES UP along the north side of the Desert Bank and stops his vehicle at the "Outside Depository."

Leaning out of a car window a button is pressed which in turn sounds a buzzer on the inside of the bank. The sound will summon a teller who will then communicate with the banking client by a two-way speaker.

YOU THEN INFORM the teller of your business and if a deposit of money is desired, a slot is tilted in the direction of the customer. Money, and bank book is placed on the slot and the teller tilts it back toward him. When finished, he tilts it out again.

In other words, in no time at all, your banking business is completed without the trouble of parking or leaving your automobile.

EVEN THE CHECKS

Even the checks of the new Desert Bank are in keeping with the desert atmosphere. They depict a tall palm tree on the left side with the desert mountains as a background and desert shrubbery beneath.

The cheapest way to buy, sell, tell the world anything—Dial 2249 and ask for classifieds.

We're proud
to have had a
part in furnishing
the new...

DESERT BANK Of Palm Springs

Congratulations

to this new bank
...and best
wishes from....

Kelley's... Home Furnishings

CONGRATULATIONS AND BEST WISHES TO PALM SPRINGS' NEW DESERT BANK

Sub-Contractors

PAINTING

by

John A. Carlson

P. O. Box 283

Palm Springs

Phone 7903

GLASS and MIRROR

by

**Palm Springs
Mirror & Glass**

483 N. Indian Ave.

ELECTRICAL WORK

by

Desert Electric

C. V. Knupp

General Contractor

H. L. HANSON

BOX 121

PALM SPRINGS

THANKS to the sub-contractors and others who have contributed to the construction and successful completion of these banking quarters and to the **DESERT BANK** for the privilege of serving them.

ACCOUNTING

by

**Stanton Griffing
and Associates**

PUBLIC ACCOUNTANTS
(Particularly for Contractors)

120 S. PALM CANYON DR.

Sub-Contractors

HEATING AND COOLING

by

Henry Simsarian

850 N. PALM CANYON DR.

PLUMBING

by

F. C. Schilling

310 S. INDIAN AVE.

PHONE 2905

**Asphalt Tile, Flooring and Base
Venetian Blinds
Metal Thresholds**

by

Philip H. Lester

373 S. PALM CANYON DR.

PHONE 5189

MY

CONGRATULATIONS

to the New

DESERT BANK

LEO FIELDS

Bank Booklet Tells History Of Palm Springs District

An attractive brochure produced by The Desert Bank tells the story of the growth and development of Palm Springs and its present standing as the foremost desert resort.

Entitled "Desert Hospitality," the full text of the booklet follows:

To those acquainted with the desert it is a gentle land of profuse flowers, restful days and balmy evenings. There's not the barrenness so often thought of when the word "desert" is spoken with the usual conception of hardships.

Truly, the desert is unknown except to a comparative few, who have discovered its charm that continually lures them to return until they find themselves bound to this land of enchantment. It is a land ideally suited for a Winter Playground where countless thousands have found health and vitality restored while living in its warm winter sunshine.

More than ten thousand years ago, ancient man lived in the area we now call Palm Springs. They were men of the stone age, using bow and arrow, making baskets, fashioning pottery and

weaving fabrics from yucca fiber. Thus, Palm Springs is one of the oldest settlements on the western continent.

THE RELATIVELY MODERN discovery of this area took place about the year 1853 when President Franklin Pierce and his Congress began a chain of events that was destined to result in this jewel city of the desert that we now know as Palm Springs. In the year 1853, Congress allocated funds for a railroad route from the Mississippi River to the Pacific Coast.

Lt. R. S. Williamson led his survey party through the San Geronimo Pass, over the site which is now the city of Banning, and arrived at a mineral spring in a grove of palm trees where the Cahuilla Indians centered their activities. His report of these friendly people, the

warm mineral springs, and abundance of sunshine in a land protected from the coastal fogs and winds of the west by towering San Jacinto whose spires reach nearly eleven thousand feet high, was the first description of Palm Springs ever given to the nation.

In 1872, a stage coach line was inaugurated from Prescott, Arizona to Los Angeles, stopping enroute at Palm Springs. In 1876, the Southern Pacific Railroad ever creeping west ended stage coach travel for this part of the country.

MANY STALWART MEN and women of vision played important roles in the development of this country. Space will not permit us to name many who are deserving of mention, but, our story would be incomplete if we did not speak of such pioneers as Judge Guthrie McCallum and Dr. Wellwood Murray, the latter establishing our first hospital, the Palm Springs Hotel.

The years from 1900 to 1908 were a real struggle to these early settlers, beset with water troubles and a depression that kept people at home without money for travelling, but they doggedly held on.

In 1908, Mrs. Nellie Coffman and her two sons, Earl and George, came to Palm Springs for a few days visit. What this remarkable woman was able to see during her short stay created a determination within her to make Palm Springs her home. Mrs. Coffman returned with her two sons in 1909 and established a boarding house which blossomed into the now world famous Desert Inn.

As the years have passed, Palm Springs has grown through the tireless efforts of many diligent people whose faith in, and understanding of this area have contributed so much to its present growth and prosperity — now an incorporated city with an assessed property valuation of over twenty-seven million dollars. Each year finds an increasing number of its citizens and guests remaining in their desert homes through the entire twelve months. An official record through the years of 1941 to 1950 shows average maximum temperatures to be 87.7 with average minimum temperatures of 52.85.

WITH THE GROWING FAME of Palm Springs as a Winter Playground attracting more and more folks who come for what is spoken of as the "season," it has been especially noticeable the mounting number who eventually remain to make this city their permanent home. Probably no other small town in this country or perhaps in the world has a more cosmopolitan population than the city of Palm Springs. Its residents and guests are a representative cross-section of the wealth of the world. Thus, we have in Palm Springs eighty apartment hotels with service accommodations equalling the finest in Europe and the United States.

In this cosmopolitan village of twenty square miles, situated

in a semi-tropical climate, are some of the world's most magnificent homes surrounded by beautiful gardens and dotted with over three hundred private swimming pools. Of equal interest is the fact that hundreds of attractive homes of moderate cost, some of which are rental properties, making up the residential sections of the city. The main thoroughfare, Palm Canyon Drive said by many to be the most beautiful street in America, is lined with smart shops, branches of large stores of national fame, eating establishments of world reputation, attractive hotels and stores for every necessity in good living.

PALM SPRINGS has ten churches, five schools, three theatres, two banks of which the Desert Bank is one, a beautiful Memorial Library, an interesting museum and a modern airport. The Community Hospital has forty-four beds and a staff of eighteen doctors. A new and larger Community Hospital is soon to be erected, and a new eighteen-hole golf course will soon be completed.

Although located in the desert, Palm Springs is only one hundred and five miles from Los Angeles, the fourth largest city in the United States; and equally close to the internationally famous city of Hollywood, the motion picture capital of the world. Many of the screen's celebrities own fine homes in this mecca of the desert.

Transportation facilities are constantly being improved upon. The Western Air Lines have a schedule of two round trips to Los Angeles daily. Both the Southern Pacific and Santa Fe Railroads furnish rail transportation with the Greyhound Bus Lines rounding out every modern method of travel.

Commercially, Palm Springs serves as a shopping and financial center for the new and growing communities of Palm Village, Rancho Mirage, Palm Desert, La Quinta, Desert Hot Springs, Thousand Palms and Cathedral City, the latter community being the home of the first Desert Bank to be established.

TO MEET the financial need of this desert empire with its ever expanding business life, the Desert Bank is pleased to offer its services. Located at 456 North Palm Canyon Drive, its accessibility is enhanced by a large parking area in the rear of the bank, plus the ultra-modern Drive-In Depository making it possible to do your banking while seated in your car. Every modern convenience for the depositor has been given detailed consideration in its modern banking room.

As a member of the Federal Deposit Insurance Corporation the depositors of the Desert Bank enjoy the same insurance as the depositors of the largest banks in the country. Also, deposits by the Desert Bank are maintained in large banks at key financial centers such as New York City, San Francisco and Los Angeles.

We are grateful to be an in-

dependent bank whose stockholders and directors are local citizens, vitally interested in the substantial growth and prosperity of this desert empire. Our officers are men of seasoned experience in the banking field, and our employees have been highly selected as to their efficiency and courtesy. We cordially invite you to make the Desert Bank your financial home whether you are a permanent citizen of the desert or a valued guest within our borders for but a short visit.

Slope Denies He's Candidate

Supervisor William Slope this week set at rest rumors around the courthouse that he was planning a write-in campaign in November against John Babage for the county assembly seat.

Ed Hill was rumored ready to stage a write-in campaign for the supervisorial seat he relinquished when he was not a candidate in June.

Slope opposed Congressman John Phillips in June but lost.

Return from Balboa To Re-Open Store

Mr. and Mrs. Marvin Fritz returned last night from three

Experienced and Efficient Crew to Staff Desert Bank

An efficient and courteous staff of experienced bank employees will meet patrons of the new Desert Bank when it opens for business Tuesday, Sept. 5.

Members of the staff will be as follows:

James Olsson, head teller, Eunice Tiss, in charge of safe deposit boxes and switchboard. Dorothy Lowden, teller. James Patridge, teller.

Wava Rex Earl, bookkeeping. President O. A. Torgerson said that the Desert Bank is new but the staff is not new to the banking business and is well equipped to handle the public's banking needs.

weeks vacation at Balboa.

Fritz announced that his drug department at the Palm Springs Drug and Import company will be open for the season today. He said that the shelves of his store have been re-stocked with nationally known drugs, vitamins, perfumes and sundries.

BEST WISHES TO THE NEW
DESERT BANK

OPENING

for the

SEASON
FRIDAY, SEPT. 1
--TODAY--

Featuring - - -

Nationally
advertised
lines of

- COSMETICS
- DRUGS
- PERFUMES
- SUNDRIES

Palm Springs
Drug & Import

MARVIN FRITZ

"Tasty Home
Cooked Dishes"
plus . . .

Delicious Home Made
CAKES
PASTRIES
PIES

You'll ENJOY eating at
Tommy's where there is
always well prepared
food and courteous
service!

Tommy's
Fountain

TOMMY SCHEID

ACROSS FROM DESERT INN

Our Congratulations

to Palm Springs' New

Banking Institution

Desert Bank

—and best wishes to its
directors and employees.

MERRILL & JUANITA CROCKETT
The Village Pharmacy

CONGRATULATIONS

to

Our New

DESERT BANK

Florian G. Boyd

Palm Springs Escrow Co.

— Pacific Bldg. —

Growing...
Growing...
Growing...

Year by year new facilities are being added in Palm Springs for the convenience of residents and business interests . . . keeping pace with the steady growth of this community. New homes and hotels . . . new stores and cafes . . . new school and hospital facilities; and now a new banking institution marks another notable step in the growth and development of Palm Springs with the opening next Tuesday of the Desert Bank of Palm Springs.

GREETINGS TO THE NEW

Desert Bank
of Palm Springs

Congratulations and Best
Wishes from the

PALM SPRINGS WATER CO.

Sun Classifieds Bring Quick Results

YES
Congratulations are indeed in order for the beautiful job of finishing and appointing the new DESERT BANK quarters in the Strebe Theater building — and our heartiest felicitations to the new Desert Bank, its head man, Mr. Torgerson, its board of Directors and employees. Palm Springs is proud to welcome another bank to our community as another indication of our ever increasing growth and expansion.

For over twenty-five years Palm Springs Builders Supply has watched the growth and development of the Palm Springs area and has shared the enthusiasm of each new project as it has been planned and accomplished. Palm Springs newest banking establishment is another achievement to be appreciated.

Our Heartiest Congratulations to the new Desert Bank and to Lauritz Hansen, contractor, Jim Taylor and the other sub-contractors who have contributed to its completion.

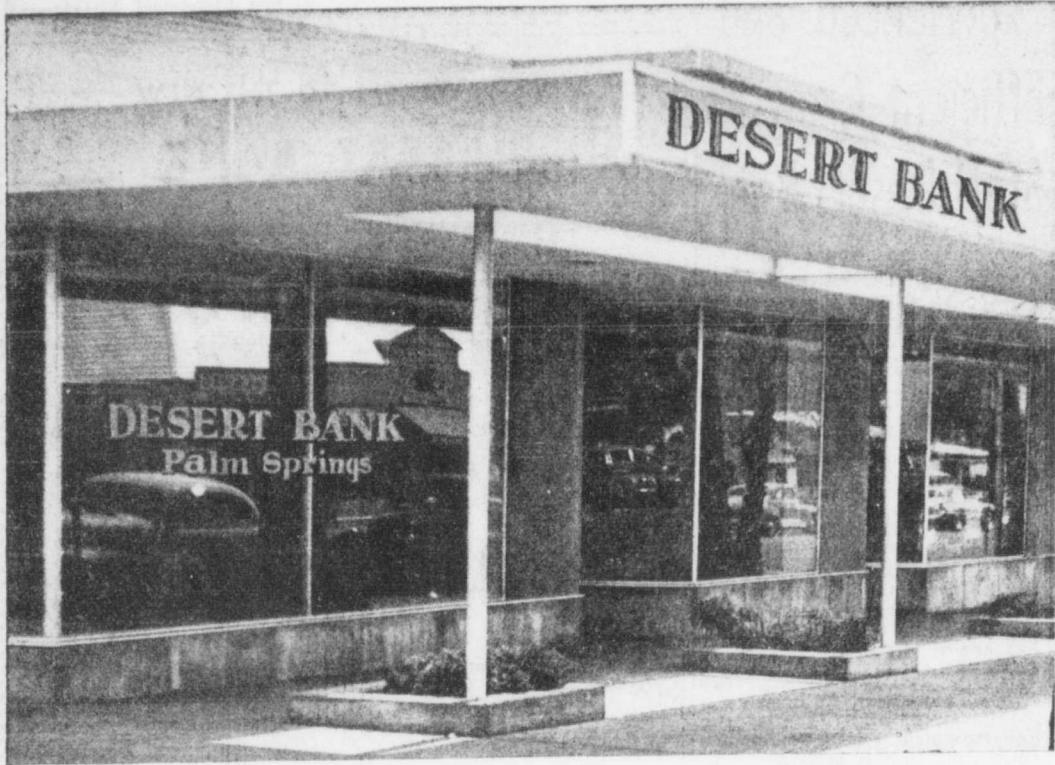
PALM SPRINGS BUILDER'S SUPPLY, INC.

MILT HICKS, Pres.

PHONE 2107

490 SUNNY DUNES RD.





NEW VILLAGE BANK—Exterior view of the Desert Bank of Palm Springs, 456 N. Palm Canyon drive which opens for business September 5.

Officers and Directors Of Desert Bank All Home Owners, in Business, Here

Officers and directors of the new Desert Bank which opens for business Tuesday after an open house event tomorrow, are all business men of vast experience. All have great faith in Palm Springs and the desert area and its continued growth. All are year-around residents and home owners in the area. They come from many different parts of the nation but are united in their choice of Palm Springs and the surrounding desert as an ideal home place.

A brief sketch of each follows:

O. A. "TORGIE" TORGERSON President and Director

Born in North Dakota and spent all of his banking life, until coming to Cathedral City in 1947, in the state of Washington and in Alaska.

In Washington he rose from teller to vice president of the Security National Bank of Everett. He served for several years as a liquidator or receiver for the Washington State Bank Board, and a term as a secretary of the Washington State Board of Control.

He went to Alaska as vice president and cashier of the First Bank of Cordova and in 1940 organized and became president of the Bank of Kodiak, Alaska. Under his leadership this bank grew from a capitalization in 1940 of \$35,000.00 to capital, surplus and undivided profits of \$165,000.00 and with deposits of two million dollars, when he resigned in 1947.

Mr. Torgerson is presently a director of the Cathedral City Chamber of Commerce, director of Palm Springs Community Hospital district, and secretary Sunair Development company.

Former activities have been: Aiding in organizing and was a president of Cathedral City chamber of commerce.

Ten years on flood committee. Road committee, county chamber of commerce.

Director Palm Springs chamber of commerce. Ten years trustee of one or both school boards. War time registrar for draft. War time chief observer, aircraft warning service and served on a multitude of community and civic committees.

Present activities: real estate, insurance, notary public, county clerk's deputy for registration of voters, director Cathedral City chamber of commerce, director 1000 Palms chamber of commerce, director of Palm Springs Community Hospital district, assessor Cathedral Sanitation district, and secretary Sunair Development company.

CLAUDE S. COBB
Director and Secretary

Born in Kansas, formerly in the grocery business in Los Angeles.

Came to Cathedral City in 1929 and established a grocery store, gas station and post office. Past president of the Cathedral City chamber of commerce and Cathedral City Development company.

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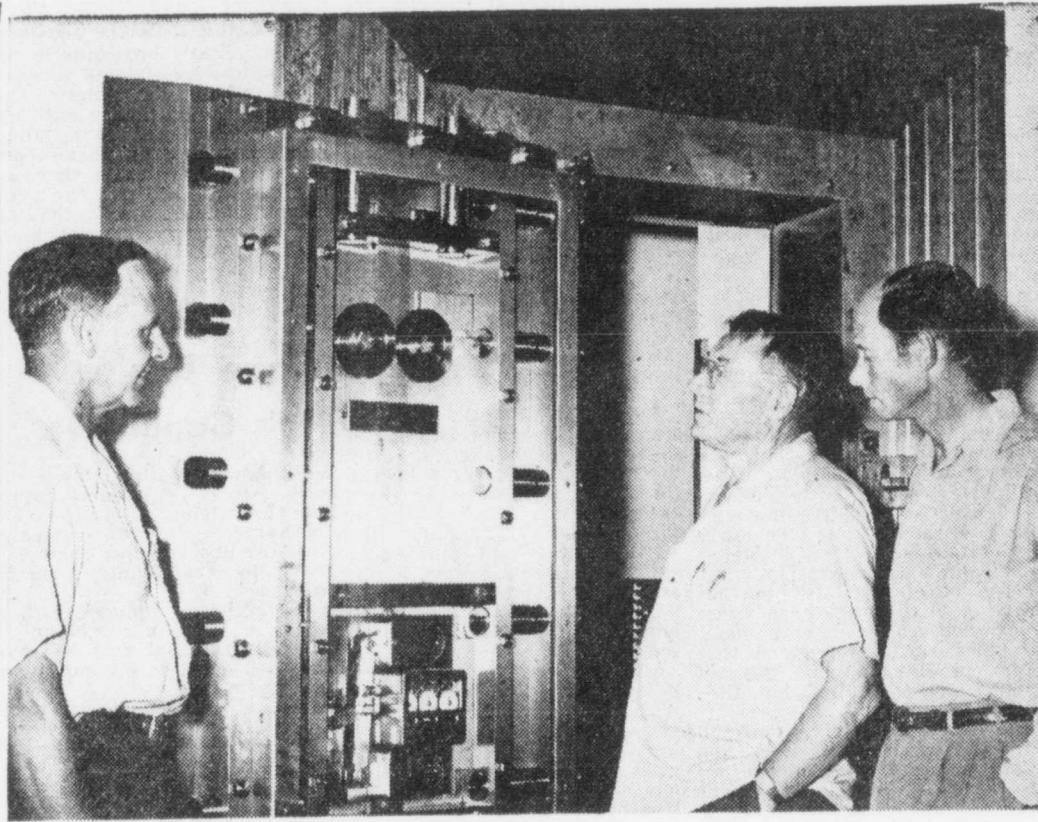
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CLAUDE S. COBB
Director and Secretary



SAFETY FIRST—This vault at the new Desert Bank makes the officials happy. It's ultra-safe. Looking at it are Claude S. Cobb, secretary and director, left, President O. A. Torgerson and Ray G. Potter, director, right.

thedral City Lions club, and a member of various civic committees. On the Coachella Valley Date Growers organization committee, director Cathedral Sanitation district.

He sold his business holdings several years past in order to devote his time to his extensive land holdings consisting of agricultural properties and considerable undeveloped acreage. He is also the owner of one of Cathedral City's principal business blocks.

S. E. (EARL) HENDERSON
Director

S. Earl Henderson is well known in Palm Springs and is equally as well known as a successful businessman in Portland, Oregon, where the greatest portion of his interests lie.

A resident of Palm Springs for many years and the owner of a beautiful home on Mission Rd., he is reported to be the possessor of large realty holdings in the Village as well as in Indio.

Henderson and his family spend most of their time in Palm Springs.

He knows the investment business well, it is reported and is considered an asset to the Desert Bank of Palm Springs.

"Henderson's business acumen is an invaluable asset to the Desert Bank," declared O. A. Torgerson, president of the banking concern.

G. CARROLL WALLER
Director

Born in Oregon. Formerly radio and sound engineer in Albany, Oregon where he was active in lodge and community affairs. Assistant secretary Albany chamber of commerce. During the war years he served as chairman for Linn county of the ration board, War Bond drive, War Chest and Civilian Defense committees.

Following the war he was radio supervisor for Western States Power company covering Oregon, Washington, Idaho, and Montana.

Mr. Waller moved to Cathedral City in 1944. He is past president Cathedral City Lions club, formerly director Cathedral City chamber of commerce, past president Palm Springs Shriners club, owner of business frontage in Cathedral City and owner and operator of a nearby date garden.

RAY G. POTTER
Director

Born in Indian Territory, chain store supervisor in San Diego county. Operator of supermarket in Vista, Calif. also in Riverside.

Presently owner of a large block of Cathedral City income property and proprietor of the Cathedral City Super Market and a member of the advisory board of Orange Empire stores, a chain of 800 southwestern retail groceries and markets.

STANLEY WHITWORTH
Director

Stanley Whitworth is no stranger to banking and finances and on a large scale too.

Whitworth is credited with playing a major role in the organization of the Studebaker Corporation at South Bend, Indiana back in the thirties when many mammoth industries were trembling with financial ague.

Whitworth is still associated with the automobile concern and was at one time Paul G. Hoffman's right-hand man. Hoffman, president of Studebaker Corporation is also U. S. Administrator of the Marshall Plan in

Europe. Professionally Whitworth is a consulting engineer.

The new bank director has been coming to Palm Springs for many years and is the owner of a palatial home here.

JOHN ARTHUR CONNORS
Director

If there exists a more ardent believer in the glorious and rosy future of Palm Springs as a community a citizen can be proud of—that's John Arthur Connors.

He looks at the Village through rose colored glasses but by the time a description of what his mind perceives emerges in speech, it is backed with a hard and deep core of reality.

Connors originally "tasted" his beloved Palm Springs back in the thirties. He was a guest then classed as a winter tourist. However, more than eight years ago he purchased a beautiful home in the Las Palmas estates and a long felt desire on his part to become part and parcel of this community was realized.

The town, its future, the hospitality it should display toward visiting winter tourists and weekend guests, thoroughly colors his every day thinking, his speaking and action.

He is associated with The Center but before coming to Palm Springs he had no other thought than to retire from a multiplicity of business interests both on the Eastern and Western coasts.

"The Desert Bank is the biggest little bank in the desert",

he was heard to exclaim to a friend the other day.

ARTHUR E. BAILEY
Director

This new director of the Desert Bank brings with him a valuable asset to that institution—his thorough knowledge of the community.

Arthur E. Bailey first came to Palm Springs during the year 1935 to recover from pneumonia. Two years later he was back again in bad health but this time to make his permanent home in the Village. He was among the first colonists to erect a home at Smoke Tree Ranch determined to abandon his law practice in Seattle his former residence.

City Council on June 3, 1942 appointed Bailey as city manager. He only served a short time when he volunteered for service with the U. S. Marine Corps and was shipped to Quantico Barracks, Va. to emerge as an officer. He had taken a leave of absence from his city managerial office and when he returned to Palm Springs he resigned from that position.

He has always been active in civic affairs; is called the "Founding Father" of the Palm Springs Rotary Club, an organization in which he is quite active. He is also credited with the organization of other Rotary Clubs in the area.

Bailey is the owner of the Desert Hand Laundry, one of the largest concerns of its kind on the desert.

Aid Costs Move Up in County

Total relief costs in Riverside county amounted to \$563,540 in June, 1950, compared with \$476,555 for the same month last year, according to report by the California Taxpayers association. Aid to needy aged in June, 1950, was \$450,015 and \$400,039 in June, 1949. General relief payments were down slightly, \$13,112 in June, 1950, and \$14,750 direct aid paid in June, 1949.

4—The Desert Sun

SECTION TWO
Palm Springs Fri., Sept. 1, 1950

Back in Operation

Tommy Scheid's fountain in the Palm Springs Drug and Import was back in operation this morning after a three week shut-down due to vacations. Scheid announced that his home made pastries and pies plus crisp hot-weather salads and most important of all, good food, will again feature the operation of his fountain.

GREETINGS

... and Best Wishes
TO PALM SPRINGS NEW
DESERT BANK

from

"THE MILLERS"

Managing Owners
MONTE VISTA APTS.
414 N. Palm Canyon

FRANK MILLER
Real Estate
428 N. Palm Canyon

CONGRATULATIONS

and Welcome

to

DESERT BANK

OF PALM SPRINGS

"Another spoke in the wheel of progress

for the community!"

Desert Provision Co.

CONGRATULATIONS

to Palm Springs'

Newest Banking Institution

DESERT BANK

Best wishes to O. A. Torgerson
and his fine banking staff!

Sincerely,

DEE ARAKELIAN

Congratulations

to

O. A. Torgersen, Directors and

staff of Palm Springs' New

DESERT BANK

"A Friend"

Listings Wanted

Mail them or leave
at our office at once.

We Have Buyers
Munholland
& Co.

431

No. Palm Canyon Dr.

Heartiest Congratulations

Directors - Officers - Members

of the

Desert Bank
of
Palm Springs

We know the second Desert Bank in less
than 18 months will be just as successful
as the first in Cathedral City.

Sunair
AN HOUR MORE SUN